



**homenaje**  
mobile • labs

# ARGENTINA

Argentina is located in the Southern Western hemisphere.  
Its capital city is Buenos Aires.



## ARGENTINA - LANDSCAPES



IGUAZU FALLS



BUENOS AIRES



NORTH WEST



PATAGONIA

## ARGENTINA - CULTURE



TANGO



COMICS

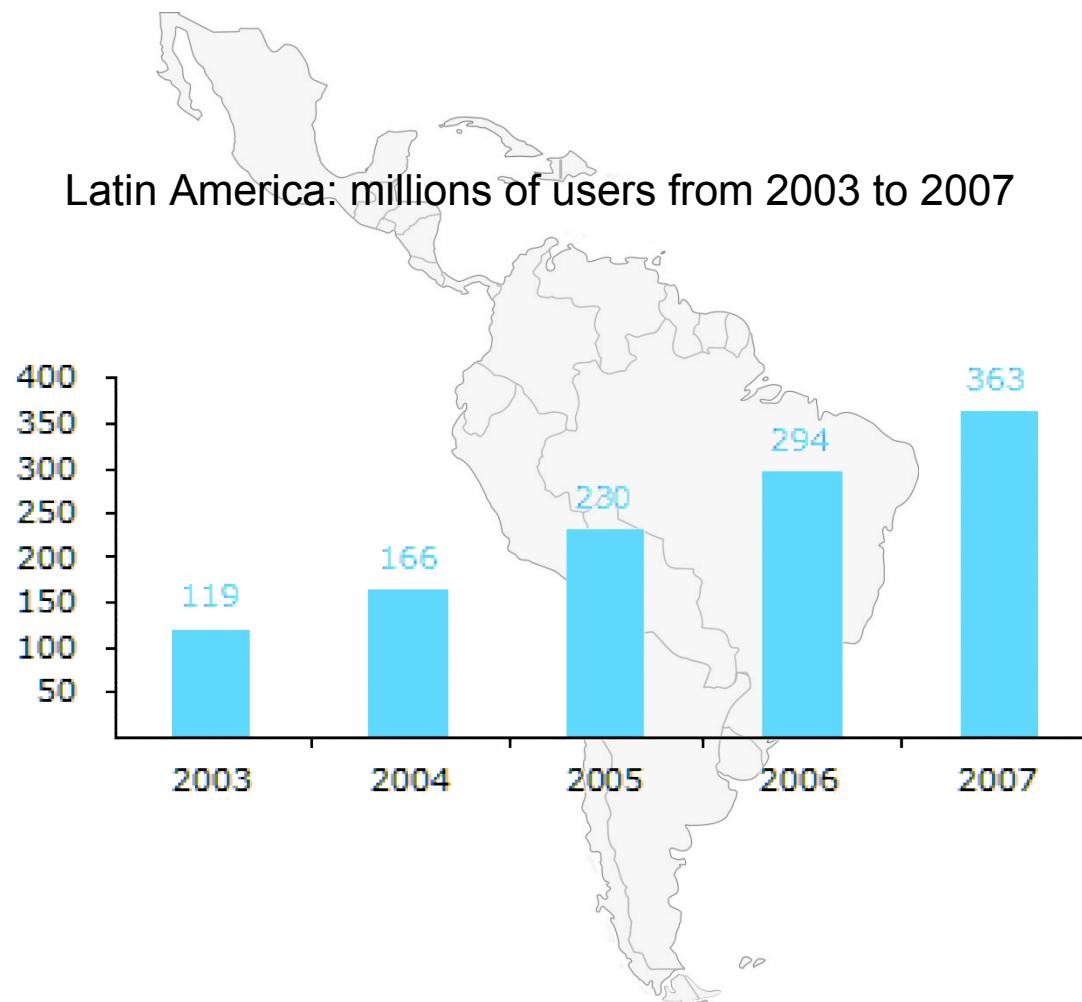


FOOTBALL



## LATIN AMERICA – MOBILE MARKET

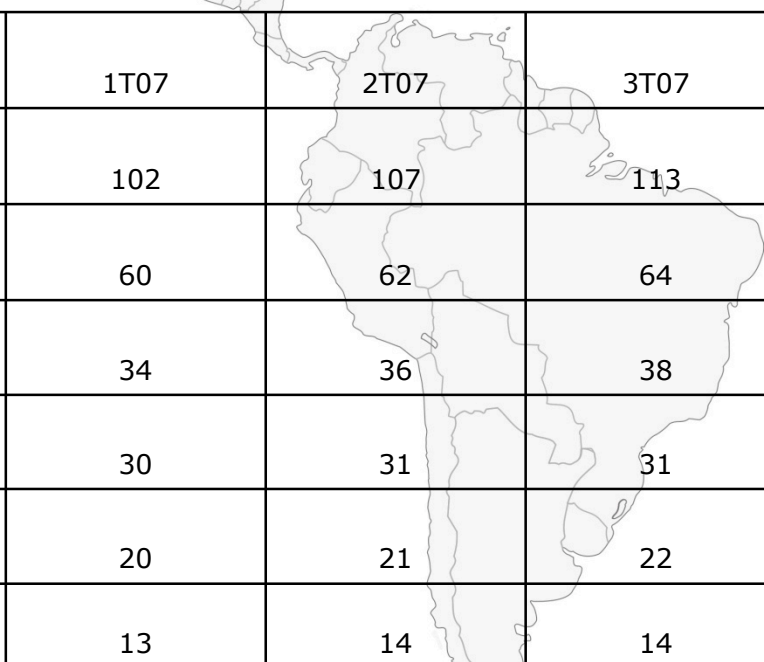
Latin America: millions of users from 2003 to 2007



Source: Teleco

## LATIN AMERICA – MOBILE MARKET

Latam key countries (millions of users)

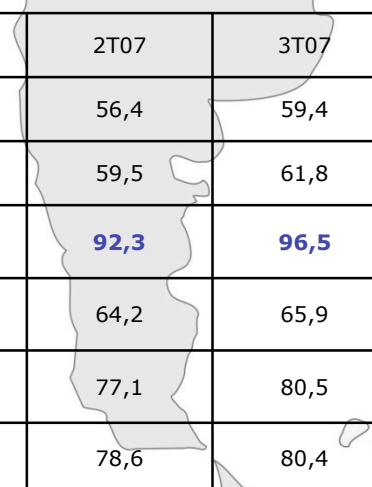


Millions	1T07	2T07	3T07	4T07
<b>BRAZIL</b>	102	107	113	121
<b>MEXICO</b>	60	62	64	68
<b>ARGENTINA</b>	34	36	38	39
<b>COLOMBIA</b>	30	31	31	34
<b>VENEZUELA</b>	20	21	22	24
<b>CHILE</b>	13	14	14	14

Source: Teleco

## ARGENTINA – MOBILE MARKET

- Latin America's highest cellular density.
- Argentina has one of the highest “per capita value added consumption” markets in Latam.
- Value Added services are 30% of carriers' total revenues.



Cel/100 in.	1T07	2T07	3T07	4T07	1T08
<b>BRAZIL</b>	54,2	56,4	59,4	63,5	63,0
<b>MEXICO</b>	57,4	59,5	61,8	65,5	67,8
<b>ARGENTINA</b>	<b>86,7</b>	<b>92,3</b>	<b>96,5</b>	<b>102,7</b>	<b>106,0</b>
<b>COLOMBIA</b>	63,4	64,2	65,9	68,0	75,0
<b>VENEZUELA</b>	71,6	77,1	80,5	86,8	88,5
<b>CHILE</b>	76,7	78,6	80,4	84,1	83,7

Source: Teleco

## ARGENTINA – MOBILE MARKET

### CARRIERS

- All carriers use GSM networks.
- Throughout 2007, they all launched 3G services (HSDPA).
- 150,000 3G active users - 0,4% of the total users.

March 2008	PERSONAL	CLARO	MOVISTAR	TOTAL
Users (millions)	10.9	14.1	13.8	38.8
Market share (%)	28.1	36.3	35.6	100
Monthly average user spent (USD)	13	10.5	12	11.8

Source: Convergencia

## Homenajear Mobile Labs

*Homenajear* is an Argentinian company with more than 5 years of experience in the mobile business industry.



Our company is run by a group of young professionals who count with an interdisciplinary team of creatives, developers, programmers and designers that apply all their knowledge to creating contents and applications specially targeted at mobile phones.

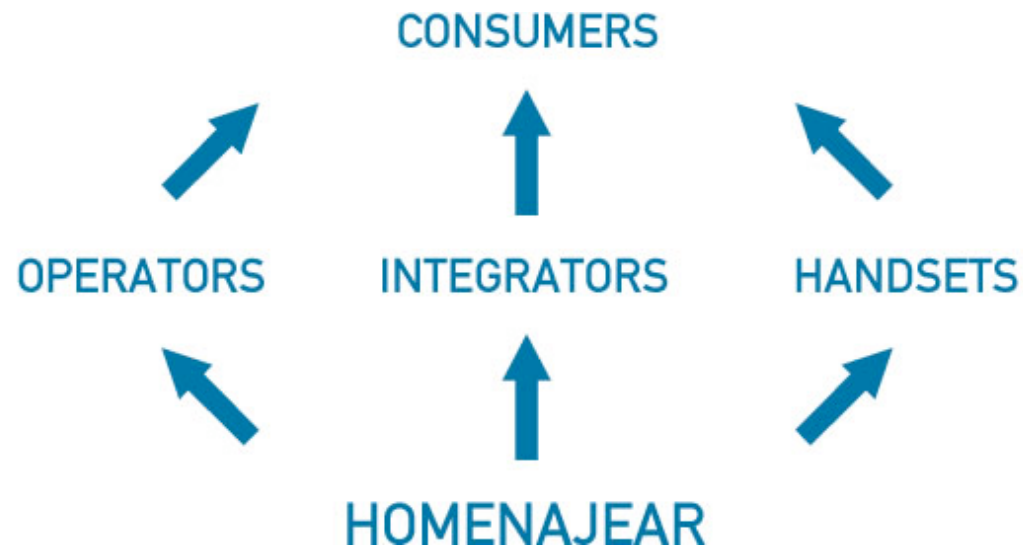


## Business to business



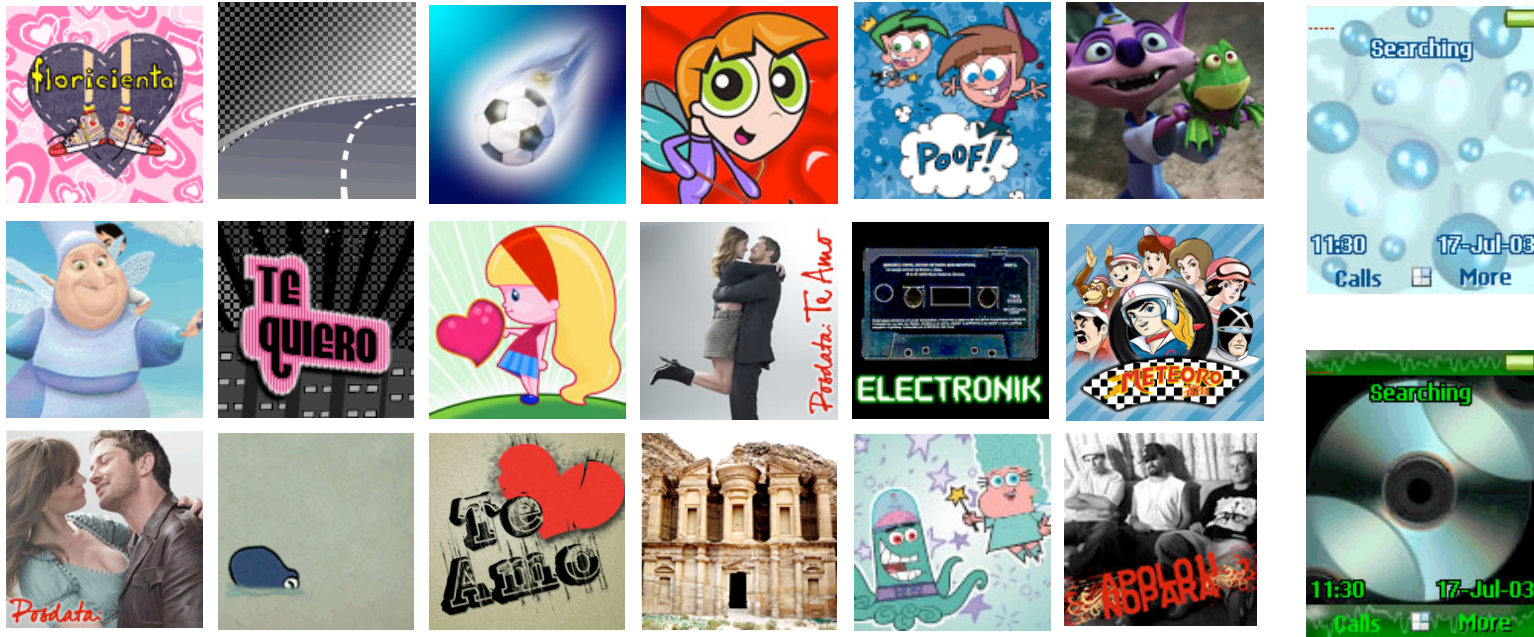
Our aim is to provide solutions for operators, integrators, handset manufacturers and for all those taking part in the mobile industry.

We carry out on demand developments, what has brought us to become one of the largest 'white label' content providers of South America.



## Mobile Content

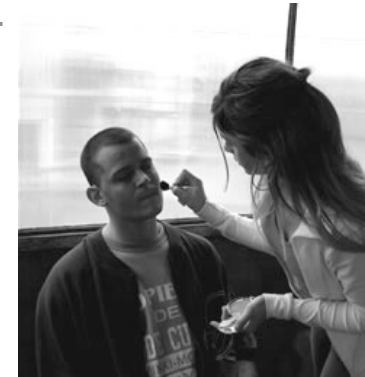
Wallpapers, themes, screensavers, MMS, tones, games and Java applications, videos, cartoons.



- We handle the content production .
- We base our work on the client's needs.
- We deliver the files in the formats required by the different platforms.
- Branding.

**Photography Productions.**

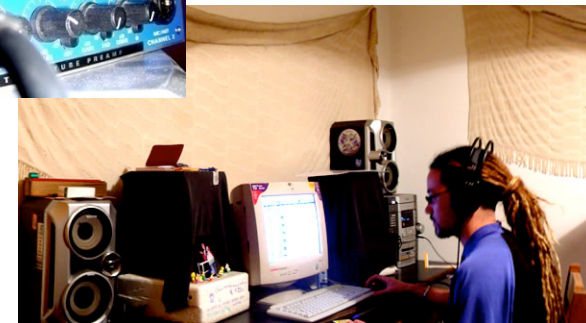
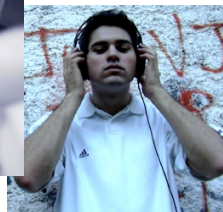
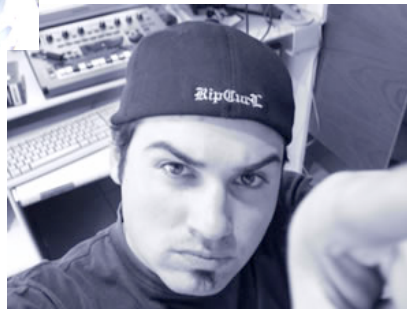
We carry out photo and video productions with models in order to bring about thematic and original contents.





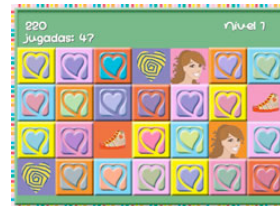
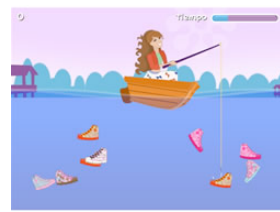
# Audio Productions

We compose, record and mix original tones with voice, music and sound effects.

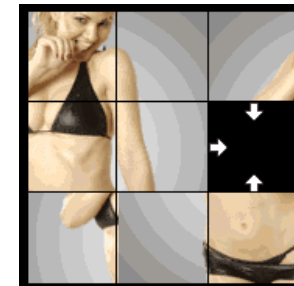
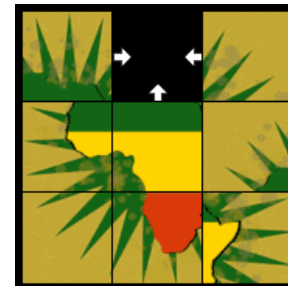
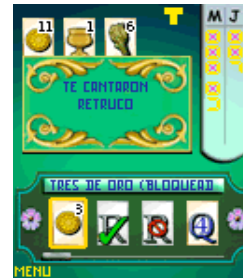
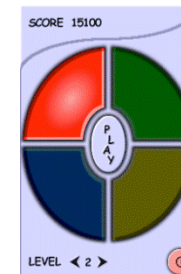


## Tools, Games and Applications

We create all kind of developments in J2ME, WAP and Flash Lite, branded or white label.



Card games, ingenious games, arcade, content management applications and more...





## Content Distribution



Our wealth of experience in the market has enabled us to build a fast and efficient content distribution network. This mobile content sales channel is a big revenue generator not only in Argentina but also in all Latin America and worldwide.

This business unit is responsible for the management, marketing, distribution and administration of third-party content. It works as a real mobile business department for those companies that are willing to enter this market.

## CONTENT DEVELOPMENT CASE

### Speed Racer

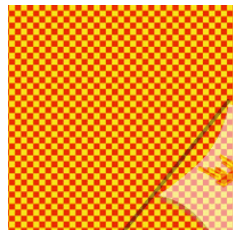


Speed Racer began as a Japanese "Manga" entitled Mach Go Go Go created by Tatsunoko Productions back in 1966. In 1967, the 52 series episodes were dubbed into English and nationally syndicated on television. For nearly 20 years, Speed Racer ran five afternoons a week. Throughout that time, the Speed Racer world was deeply etched into the memories of millions of youngsters who would rush home from school to see the show.

## CONTENT DEVELOPMENT CASE

### Speed Racer

WALLPAPERS, RINGTONES AND VIDEOS



The Best Driver Ever



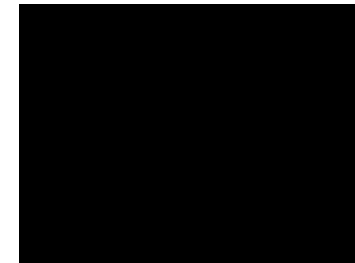
Meteoro's Theme



Worldwide Champion



Suspense



Click to play.

## CONTENT DEVELOPMENT CASE

### Karaoke Videos



We are launching this brand-new product, which is targeted at young teenagers, in the Latin American market. It is attractive for its video images and top chart music. It is ideal for having fun in small parties of friends!



## CONTENT DISTRIBUTION CASE

### Argentinian Football - Boca Juniors

WORLDWIDE DISTRIBUTION





## CONTENT DISTRIBUTION CASE

### Argentinian Football - River Plate

WORLDWIDE DISTRIBUTION



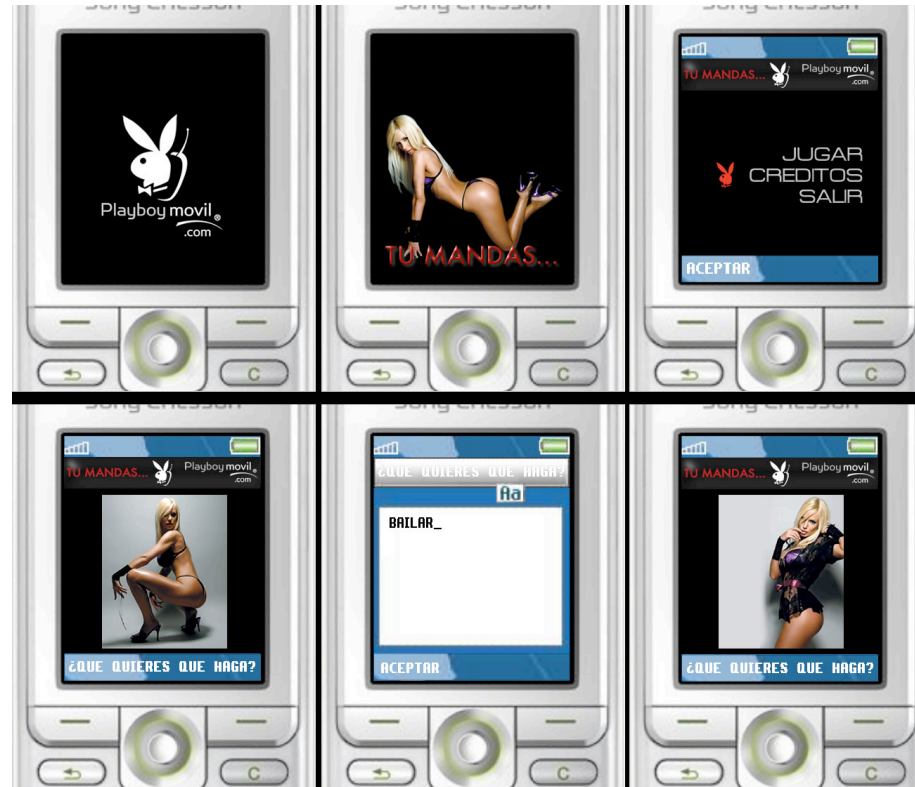
## JAVA DEVELOPMENT CASE

### Playboy

“TU MANDAS” (“You are the boss”) Java Game

This special game enables an interaction between the user and the Playboy Model.

“What do you want me to do?” the woman asks at the beginning of the game. The user can then type in any action -“dance”, “jump” or “strip”- and the model will do it!



## BLUETOOTH MARKETING



Through the installation of a small Bluetooth antenna, we deliver messages to users located within the area so that they have the possibility to receive gifts, promotions and branded content or to take part in interactive actions.

**Content delivery can be remotely managed.**

**Non-invasive system; it contacts each mobile phone only once.**





# BLUETOOTH MARKETING



Metro Stations



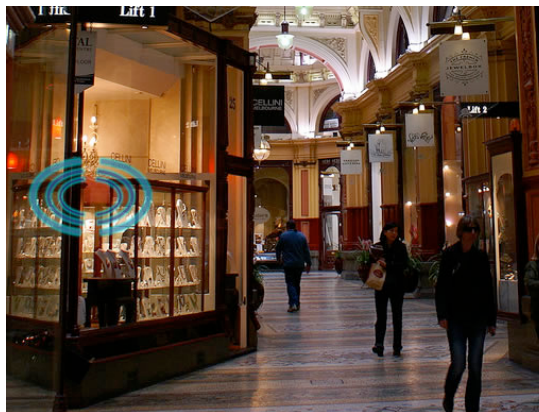
Special Events



Outdoor Advertising



Booths & Trade fairs



Retail



Tourist information

# BLUETOOTH BUSINESS CASE

## Babolat

### BLUETOOTH AT THE COPA TELMEX - ATP BUENOS AIRES 2008



Homenajear developed a Bluetooth marketing campaign for Babolat, a tennis clothing and equipment leader.

With the aim of increasing sales at the Babolat shop which is located in the Buenos Aires Lawn Tennis Club, a Bluetooth antenna has been installed.

The assistants downloaded promotions to purchase Babolat products, information, wallpapers, and a Java application including the possibility to take part in a contest for tennis tournament tickets.

Throughout the tournament week, over one thousand people downloaded Babolat's contents and promotions.



## BLUETOOTH BUSINESS CASE

### Yellow Pages



The measure was implemented for the 4842 service through which, by simply sending an SMS or dialing \*4842, the latest information is immediately delivered to your mobile phone.

The *Directa Comunicación* agency is in charge of the creative idea, which was associated to downloading via bluetooth a *ringtone* describing the service.

The initial *kick off* was the traditional rugby match (La Tablada vs Tala) played in the province of Chubut (La Tablada vs Tala) at which the attendants downloaded music from EL GUIA doubling the area's service traffic.

## SNAPPLER



**Snappler**  
... why wait? BETA

A single application publishes media from your mobile phone to the Web

From Snappler to twitter, youtube, facebook ... or your web!

## SNAPPLER



**Try it!**

**Snappler**  
... why wait? **BETA**

**From your  
mobile phone:**  
[m.snappler.com](http://m.snappler.com)

**From your  
web browser:**  
[snappler.com](http://snappler.com)

SoftBank

Thank You!



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