

'POWER CELLING'TM

PowerCelling.com

'POWER CELLING'TM is an integrated communications program for organizations, corporations, schools and governments, based on the application of wireless cell phone technology to provide solutions within the organization and in its mission to the markets and constituents it serves.

The term 'CELLING'TM is coined to mean "serving a group or area by means of a cellular device or network, especially with text and media messaging. Its root is *cell* as in *cell phone* and *cellular*.

'POWER CELLING'TM is opposite of "mass marketing". 'CELLING'TM is targeted communication from one person to another or to a selected group of people in one transmission. 'CELLING'TM is characterized by individualized messages differentiated to segments of a mass markets.

FRONT OFFICE 'CELLING'TM To the World Celling.info

1. Business Solutions

- a. Advertising, Marketing, Promotions
- b. Mobile Marketing
- c. Entertainment, Sports, Nightclubs
- d. Brand recognition
- e. Customer loyalty/retention programs
- f. Interactive Broadcasts
- g. Content delivery
- h. Client Alerts, Communications
- i. Web/Client Communications
- j. Product Information, TEXT Alerts
- k. Account Informational Messaging

2. Mass Messaging Solutions

- a. Coupons, Voting, Polling, Chat
- b. Content delivery (text, pictures, games, programs)
- c. Client Communication
- d. Client Alerts, Communications
- e. Information Delivery
- f. High Volume, Robust Connection
- g. Full Two-way functionality delivers power
- h. Push, Pull, Pay-per-message
- i. Selling Content
- j. Events, Schedules
- k. Subscription Technology

3. Profit Center: 'Celling' as Revenue Generator

Power CellingTM is built upon wireless technology with services billed by wireless carriers for services purchased by cell phone users, with revenues collected by the carriers and deposited in the Power Celler'sTM bank account.

BACK OFFICE 'CELLING'TM Within the Organization..... Celling.biz

1. Network Management, Help Desk, Field Service,
2. Mission Critical Applications
3. Critical Messaging
4. Enterprise Messaging
 - i. replacing existing protocols to cell phones
 - ii. extending application of cell phones
5. Account Alerts, Account Requests
6. Employee Communications
7. Add SMS/cell phones to customer records
8. GPS Applications
9. Low volume, critical messaging
10. Self-managed connections
11. Secure, Dedicated Connections
12. Security, Account Alerts, Communication

POWERCELLERSTM MyCelling.com

'Power Cellers'TM is a team of professionals in the fields of multi-media marketing, management consulting, systems design and wireless technology.

'Power Cellers'TM work with corporate, government and educational clients to design and install wireless communication systems.

Dan Youra, president, Dan Youra Studios

Robert Sherby, president, Source Map

John Sandquist, founder, ONE PAGE System for executive management

Kim Wold, president and CEO, National Messaging Solutions (NMS)