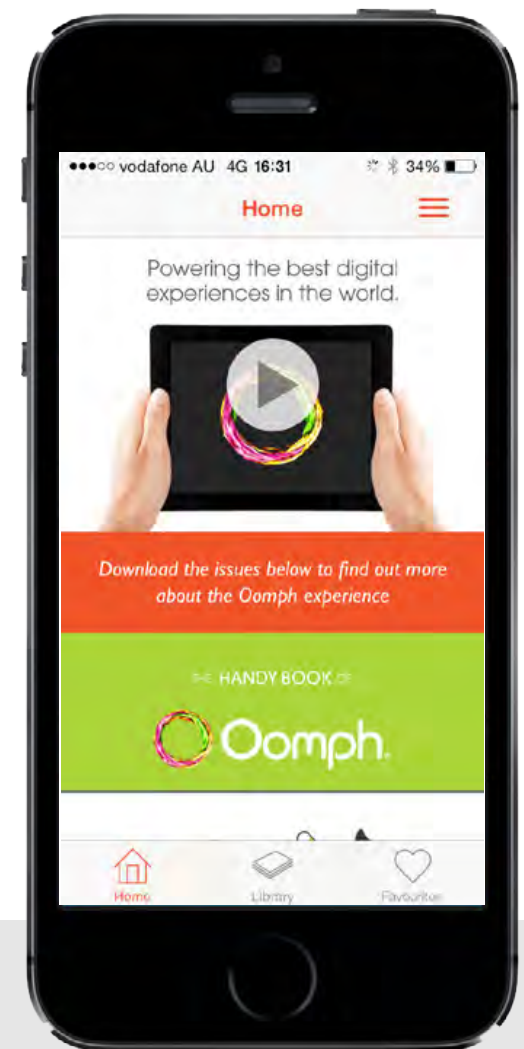


Welcome to Oomph iOS7 and Oomph iPhone



Why iOS7?

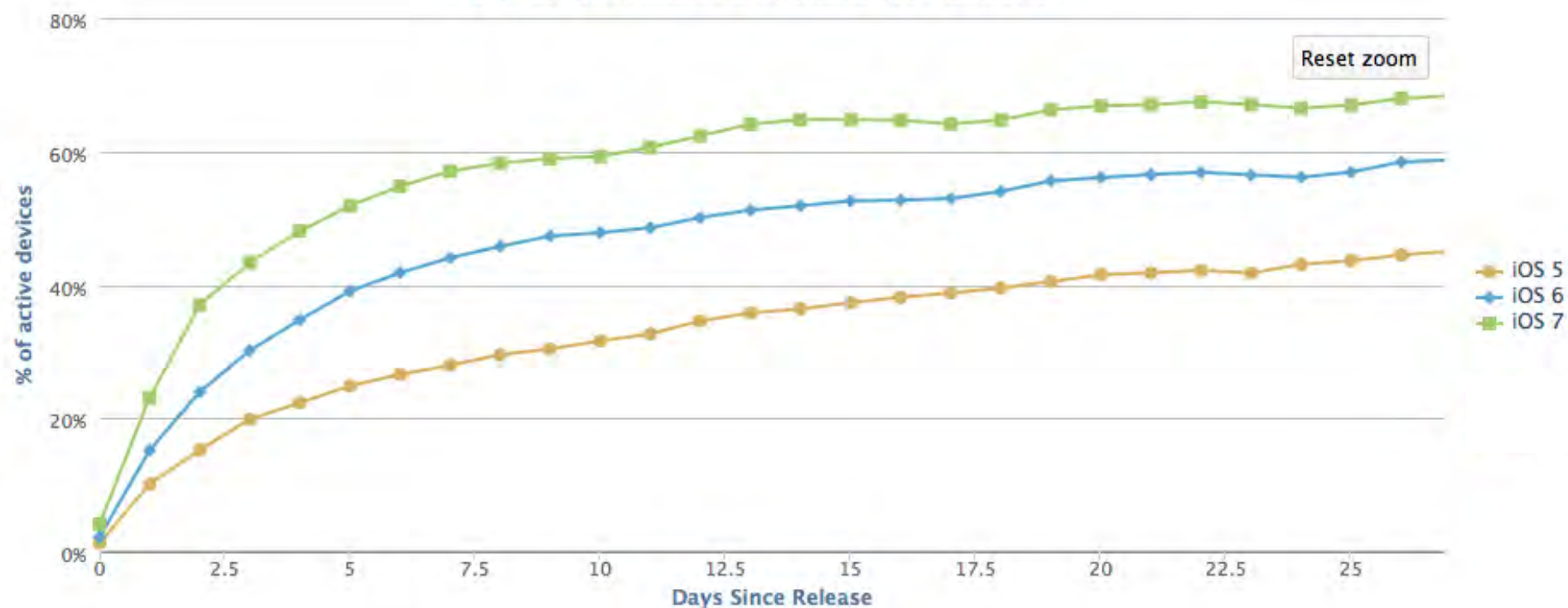
The majority of your users are **already using iOS7**

82% of devices are using iOS 7.



As measured by the App Store during a 7-day period ending February 9, 2014.

iOS 7 Usage Relative to Previous iOS Launches



Introducing Oomph iOS7

What's new?

Intuitive user experience

- Global navigation
- In content navigation

Increased customisation

- Featured / Home page
- About / Help page

Additional features

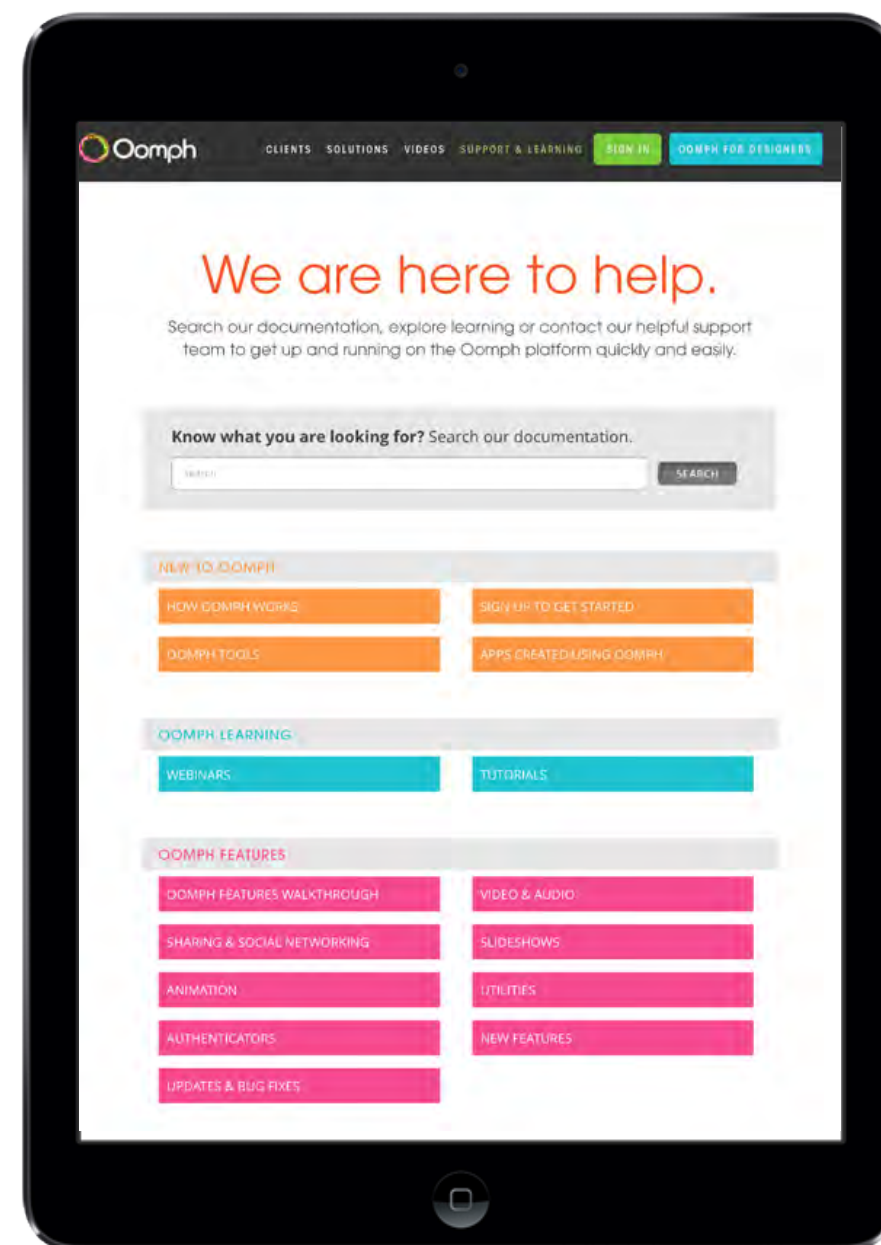
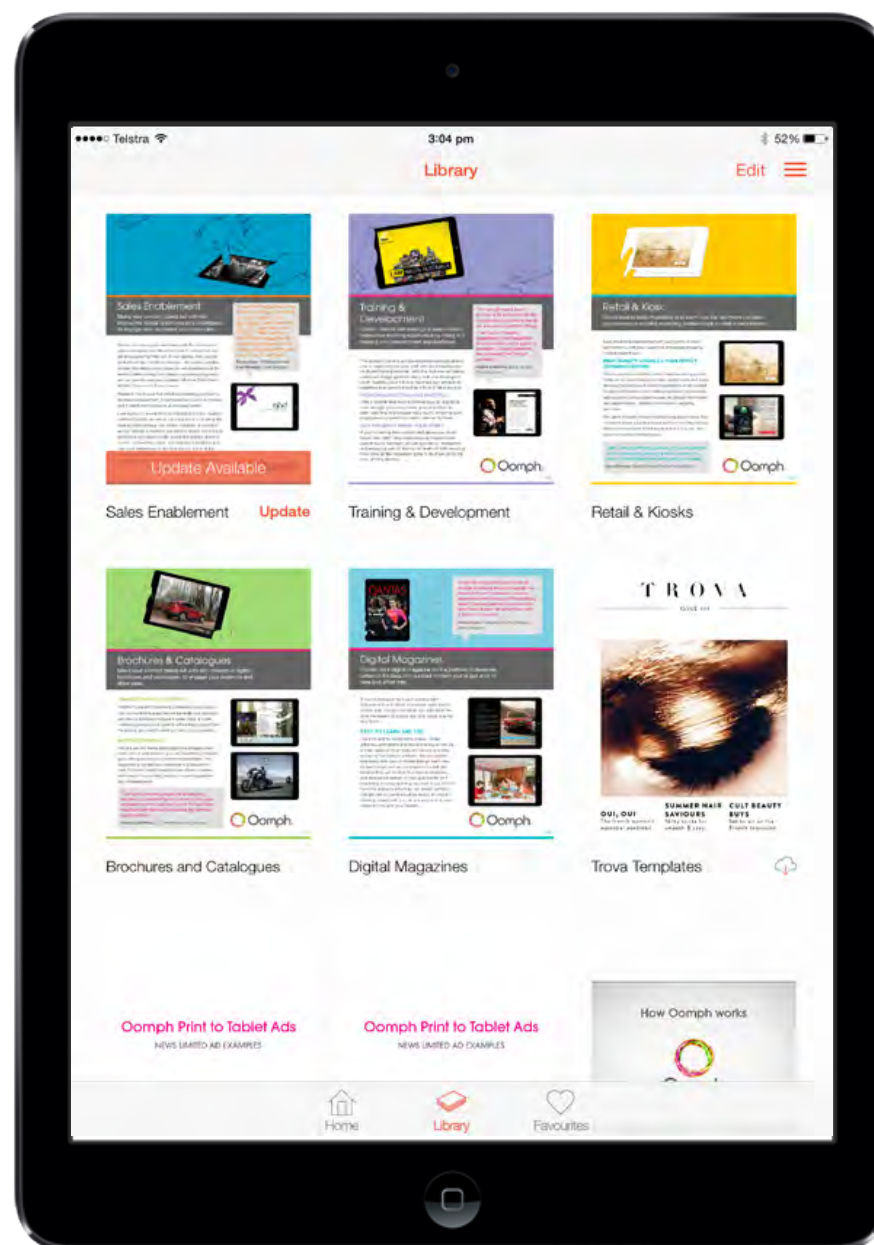
- Pinch & Zoom
- Kiosk mode settings
- Improved QA and testing

Universal App

- iPad & iPhone

Oomph content update

- Oomph Experiences
- Support and Learning

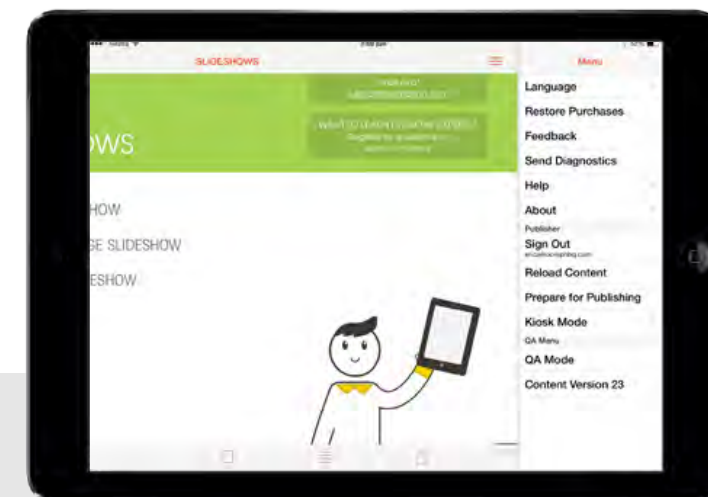
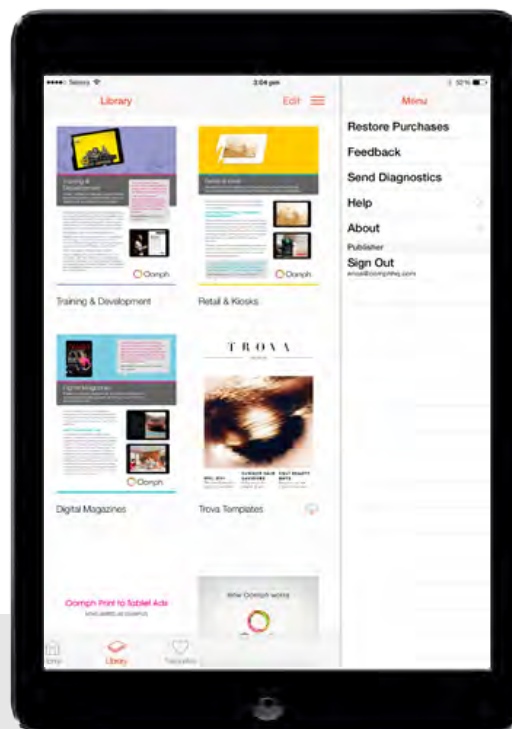
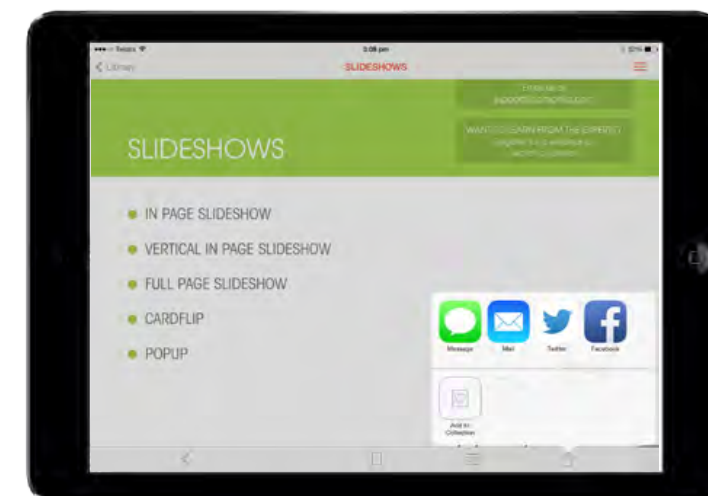
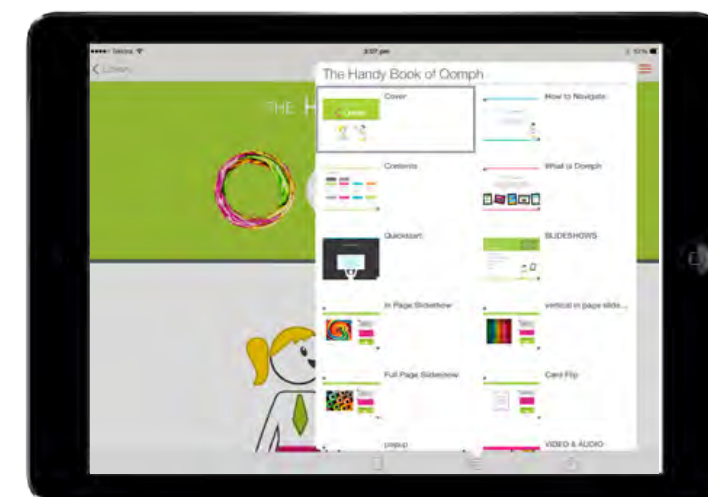
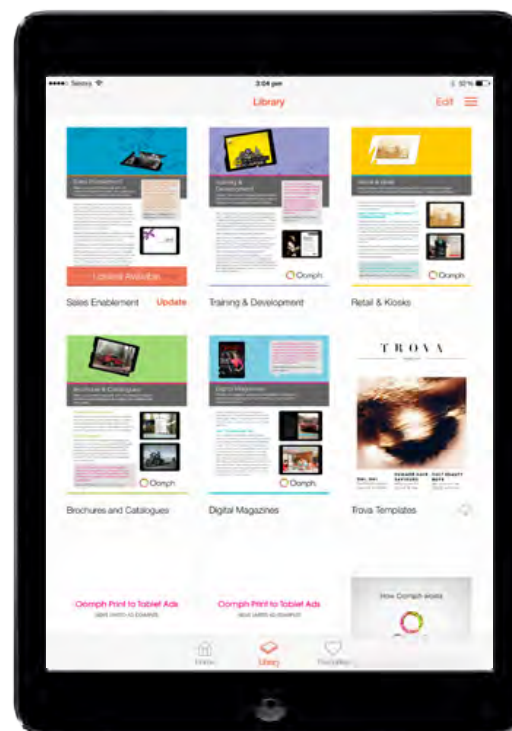


Oomph iOS7 - What's new?

Intuitive user experience

A paired back and more intuitive user experience isolating in-content and global navigation.

- **In app navigation:** There is now clear in app navigation where you will be able to access your Library, Featured/Home Page and Favourites from the bottom toolbar.
- **Global setting menu:** A new settings menu at the top right enables you to access app settings as well as Help and Feedback from anywhere in the app.
- **In content navigation:**
 - » The bottom tool bar is replaced with a content specific navigation which includes easy access back to the cover as well as forwards and backwards commands.
 - » A new contents popup replaces the previous scrubber and gives a complete overview of all the sections in the app with the ability to search across content.
 - » Social sharing is also now easily accessible with Messages, Facebook, Twitter, Email and Adding sections to Favourites.



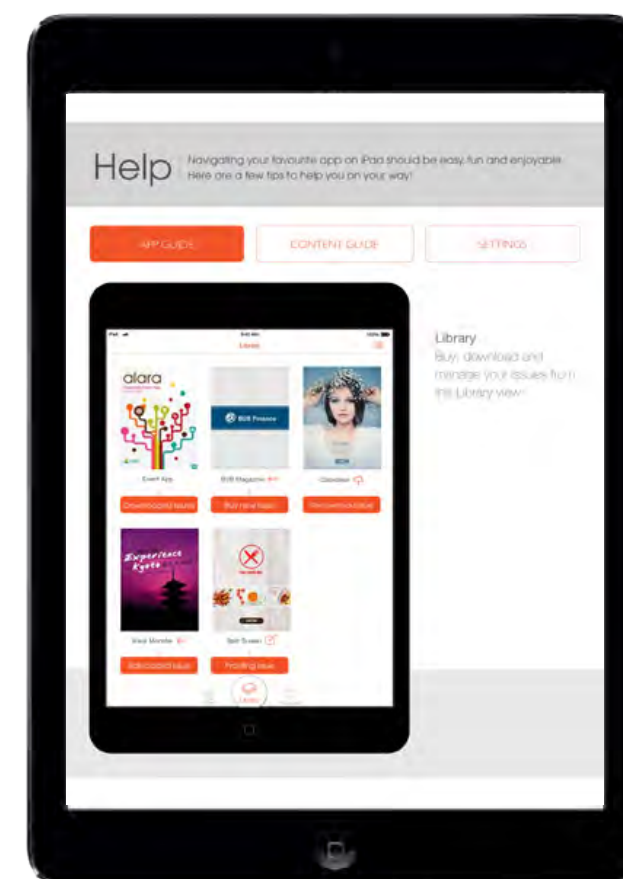
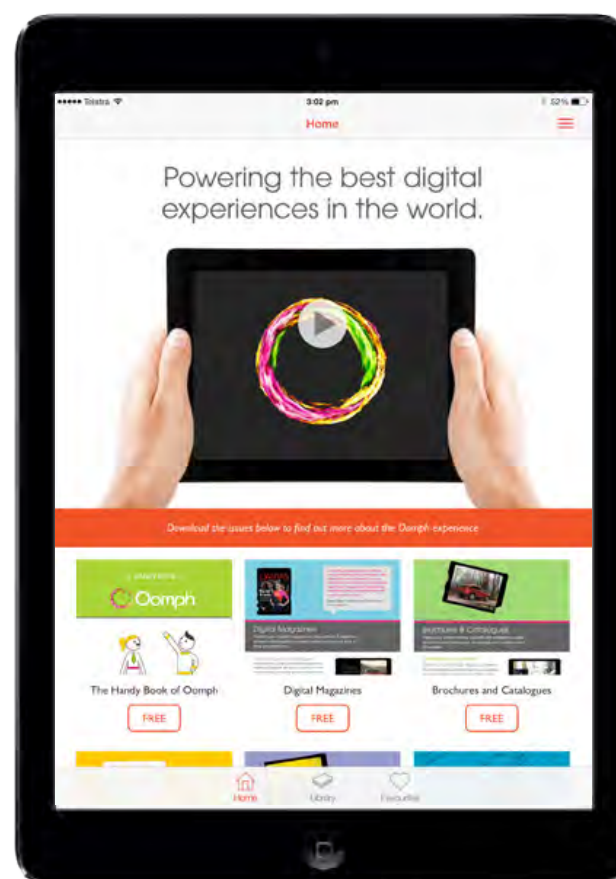
Oomph iOS7 - What's new?

Increased customisation

We have opened up the app to increased customisation options for our clients.

- **Featured Page:** Apps can now have a dedicated home or featured page where you can add promotional banners or video as well as call out specific content. This can be updated at any time through your Oomph Publish dashboard with the option of either linking this to your own responsive web page or uploading an html file directly to the app.
- **In app Help Page:** Add your own designed Help page to the app itself rather than having to add it to each content bundle. This can be an Oomph bundle or a web page giving you the freedom to create an interactive or dynamic help experience for users.

Oomph will be able to provide templates with instructions for both of the options.



Oomph iOS7 - What's new?

Universal app

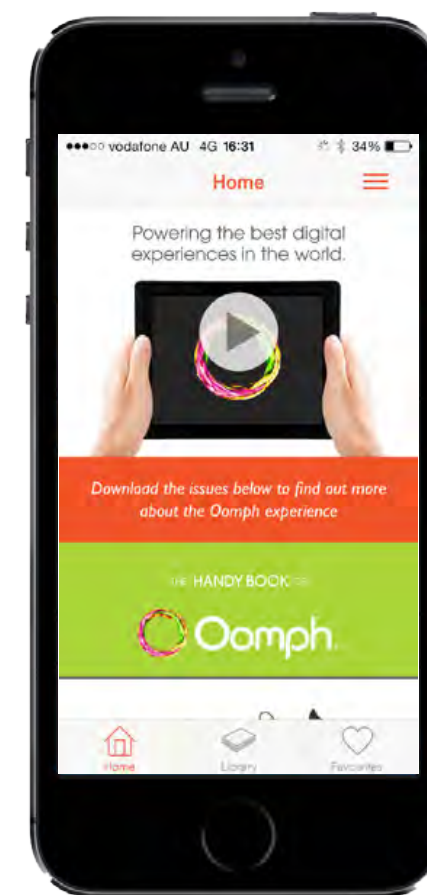
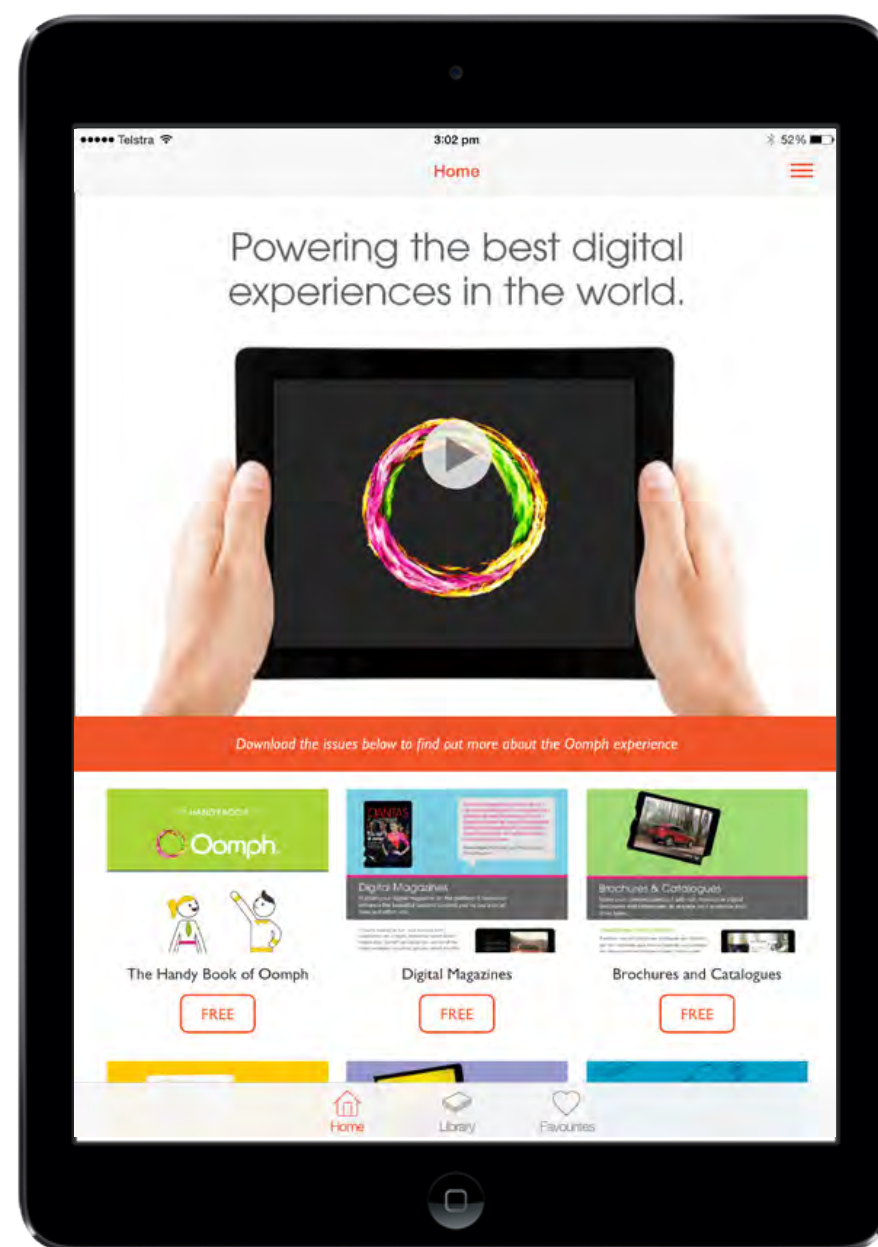
The new platform will give you access to an universal app. This simply means that you can have one app that is optimised for iPad, iPad Retina, iPad Mini, iPhone 4 and iPhone 5.

You then have the choice of keeping the same content for all devices or you can design separate optimised content bundles for iPad and iPhone.

81% use multiple screens sequentially to accomplish a task over time. **97%** move between devices that same day.

Source:

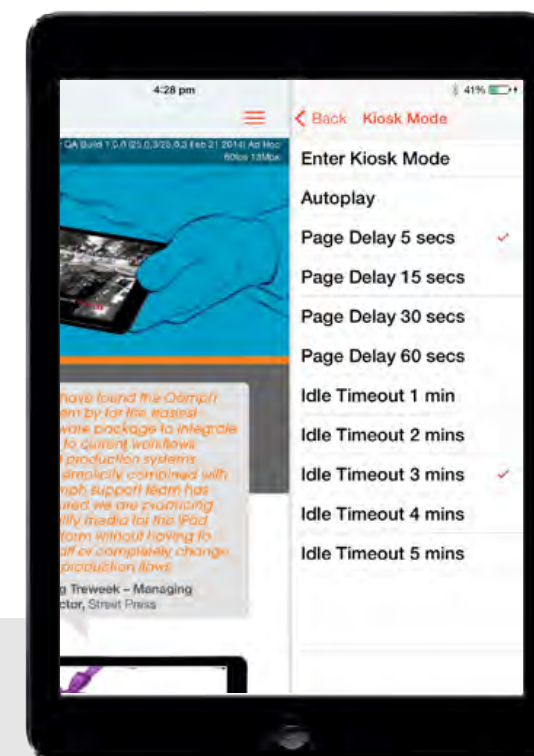
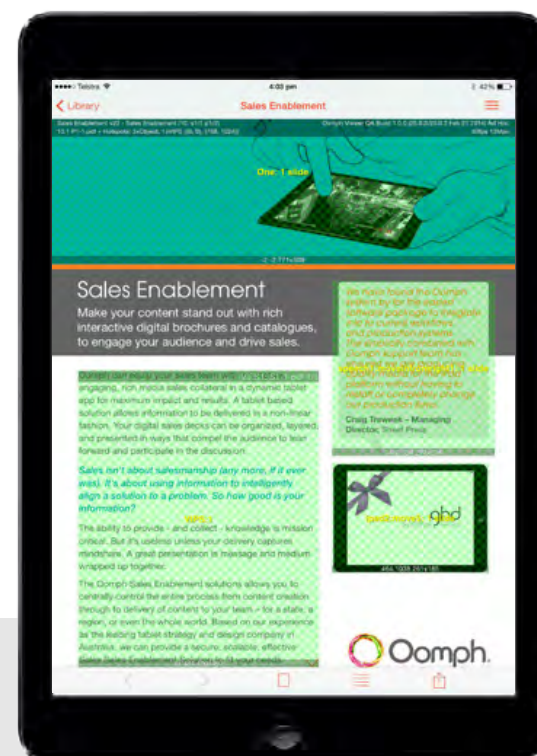
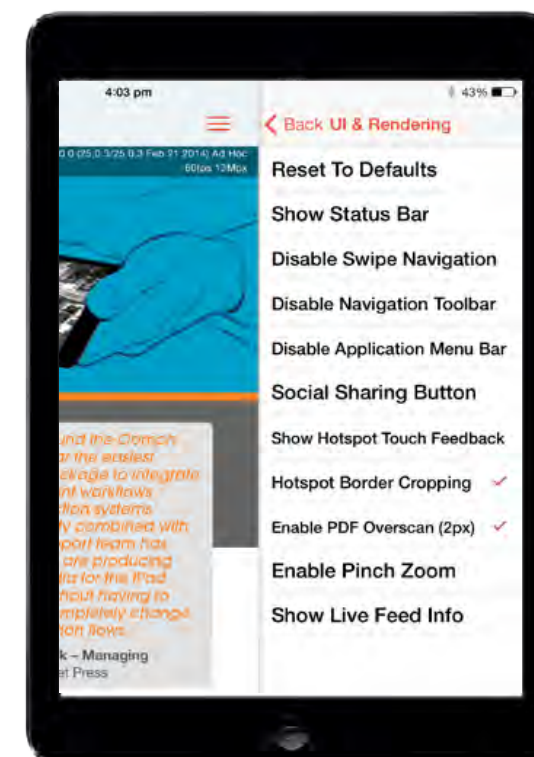
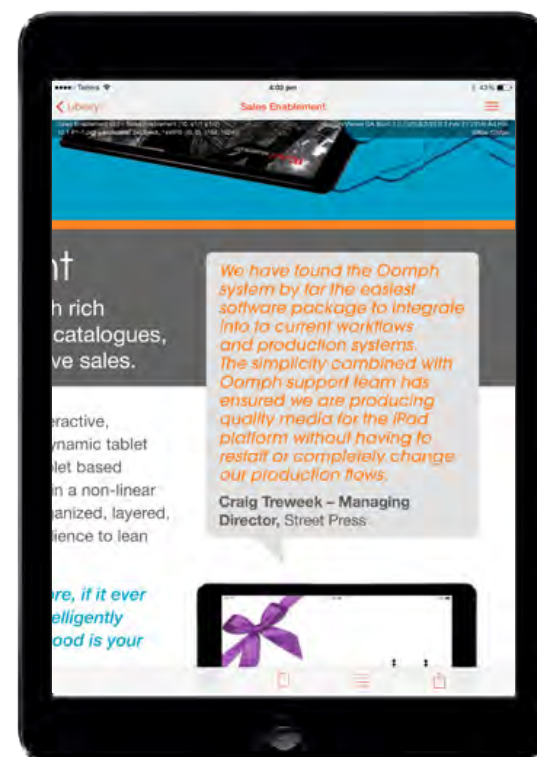
Google new Multi-Screen World Australia Research Studies



Oomph iOS7 - What's new?

More functionality

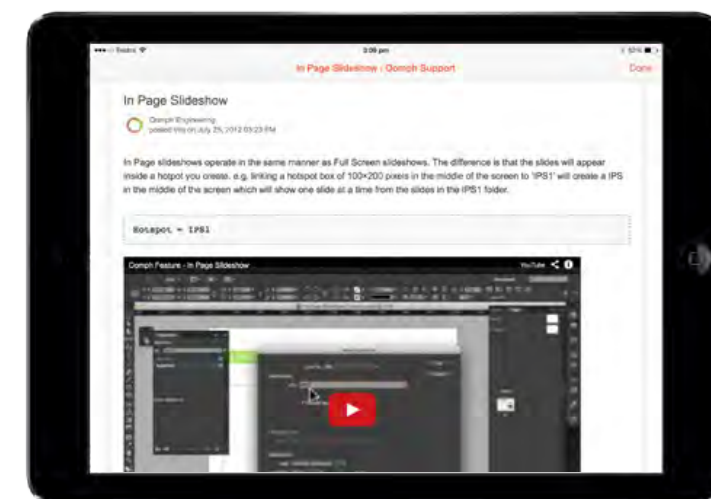
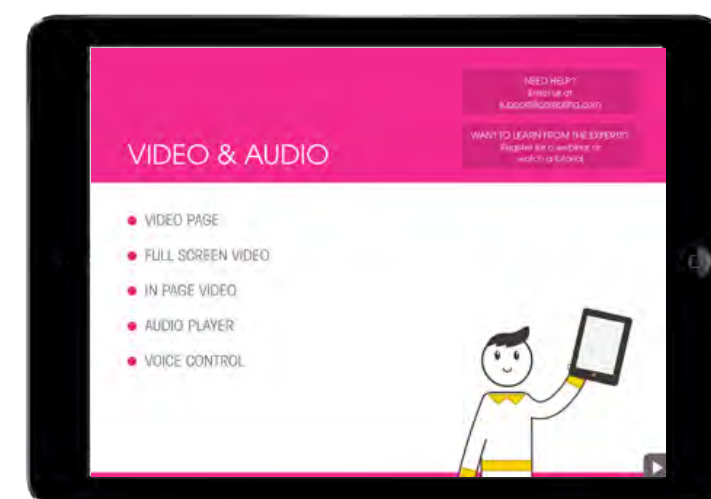
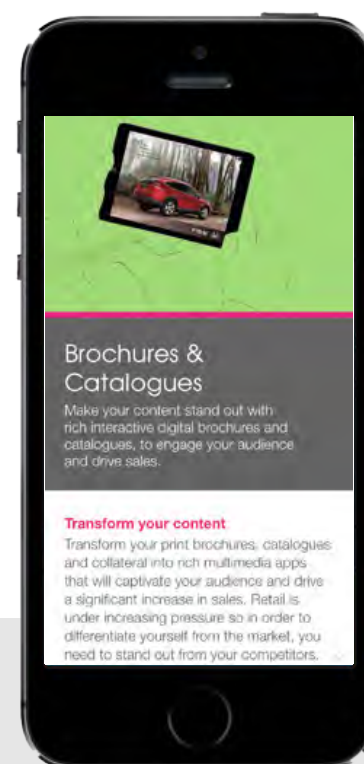
- **Pinch & Zoom** - The platform now comes with pinch and zoom as a standard feature so if you are restricted to designing for tablet you will still be able to zoom in on any content on smaller devices.
- **Custom kiosk mode settings** - You can now easily set your app to kiosk mode and choose from a range of custom settings like page view delays and timeouts.
- **Improved QA tools** - There are now a range of new tools to make testing your content easier and more reliable.



Oomph iOS7 - What's new?

Content & Support Update

- **Oomph Experiences** - There are now information packs on all our solutions available for download on Oomph Viewer. These packs aim to give our current and future clients a more comprehensive overview of the unique capabilities of the platform.
- **Support** - You can now access our Support and Learning from within Oomph Viewer where you will be able to search and submit queries from within the app.
- **Learning** - There is an updated version of The Handy Book of Oomph available with all the updated Oomph features plus direct links to tutorial videos, sample files a link and join live webinars.



What are the cost to update to iOS7 and iPhone?

iOS7 update

Free of charge

All existing clients can now update their current apps to Oomph iOS7.

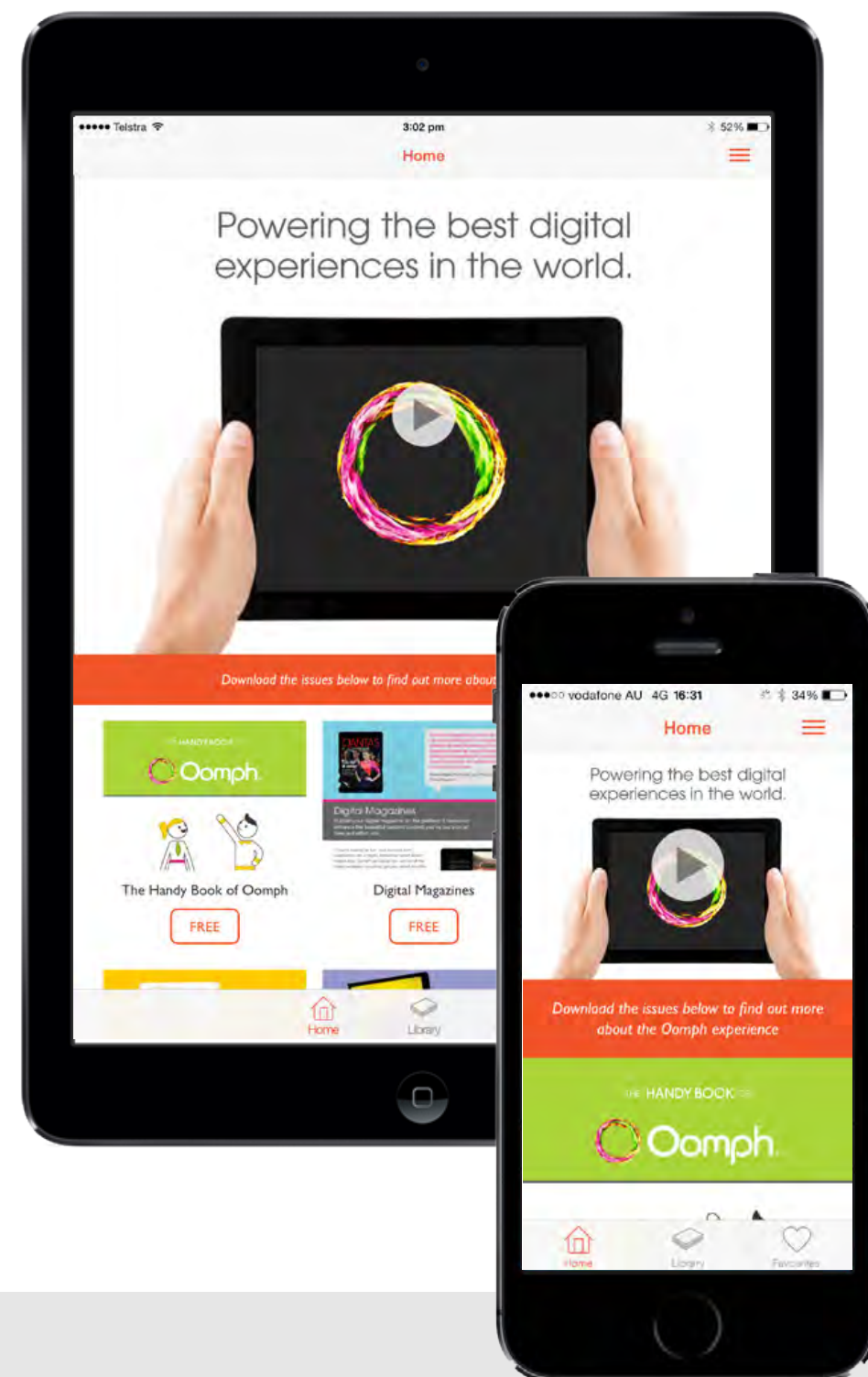
The update is included in your current support package and will therefore be at no extra charge.

iPhone

\$2,500 one off fee

Extend your current app to include iPhone for a one off fee of \$2,500.

If you have a newsstand app there will be no changes to your current monthly hosting and licensing fees.



Want tailored iOS7 and/or iPhone training for your team?

\$499 offer 4 hour iOS7 session

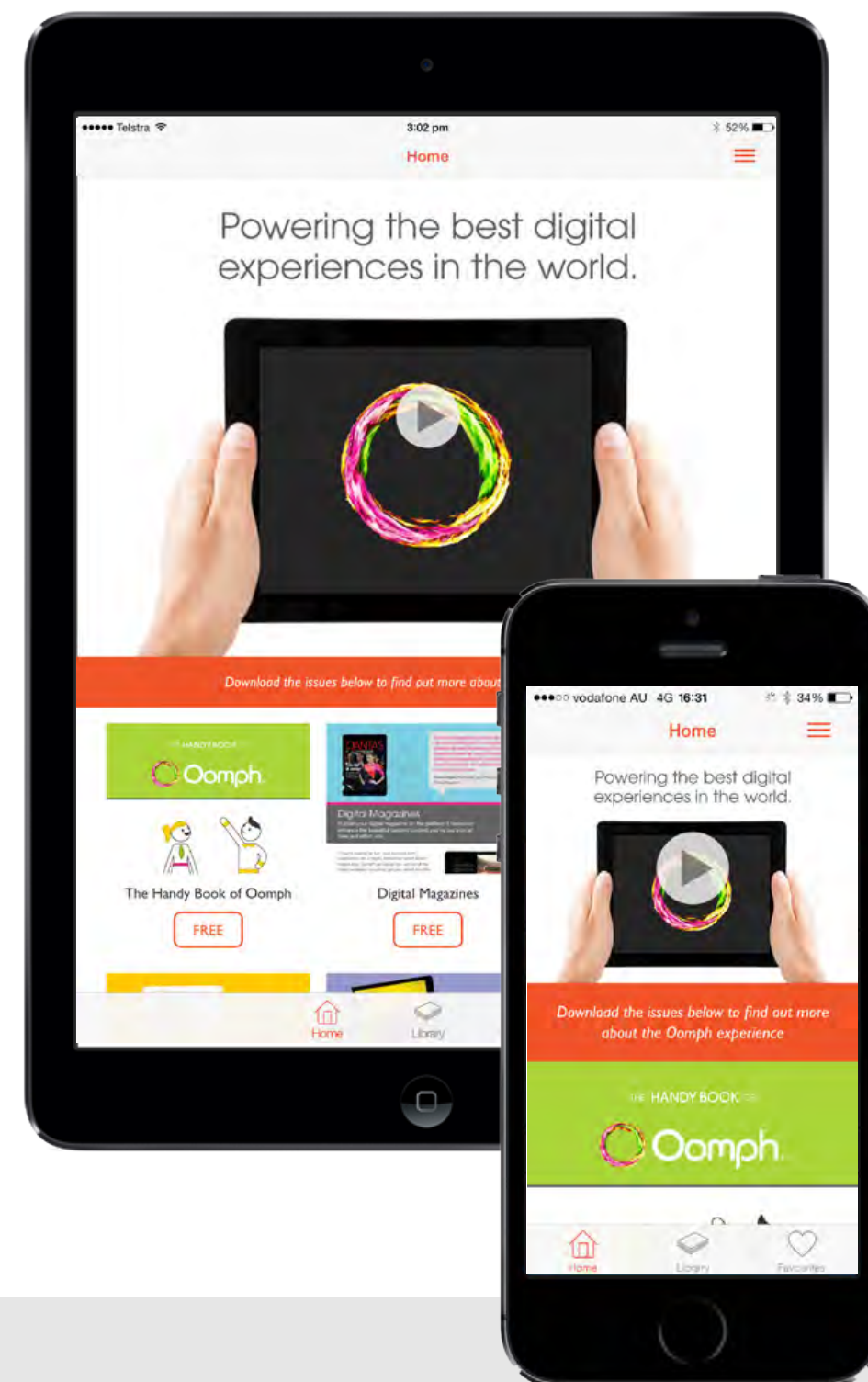
Get one of our Oomph Design Gurus for a one-on-one session to get you ready for Oomph iOS7:

- Walkthrough of Oomph iOS7
- Content review and tips to update to iOS7 with minimal effort
- Review user experience and iconography to fit within iOS7 framework
- Setting up a custom Help page for iPad
- Setting up your Homepage

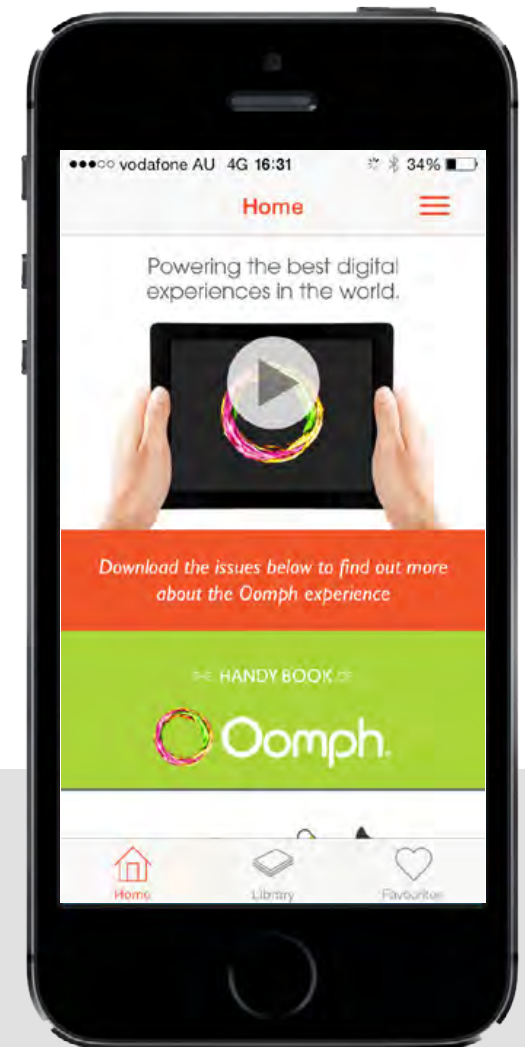
\$499 offer 4 hour iPhone session

Get one of our Oomph Design Gurus for a one-on-one tailored session on how to design for iPhone:

- Walkthrough of Oomph iPhone
- Content review and tips on which content to publish on iPhone
- User experience and iconography for iPhone
- Setting up a custom Help page for iPhone
- Setting up your Homepage



Any questions or comments about Oomph iOS7?



Contact us today and or speak directly to you account manager



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