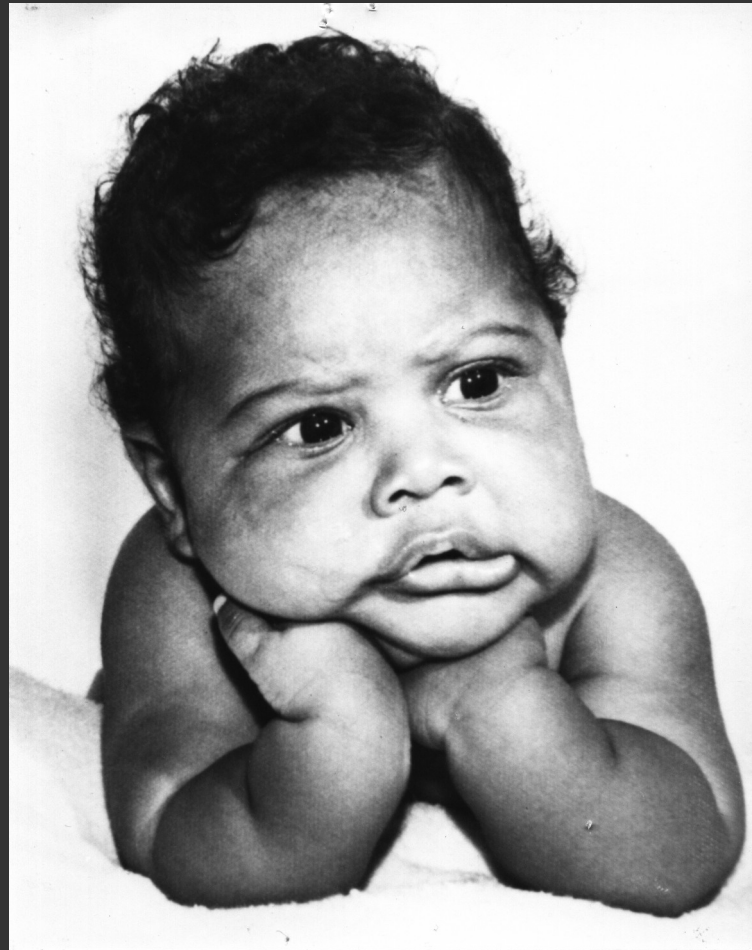


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Collaborate & Talk



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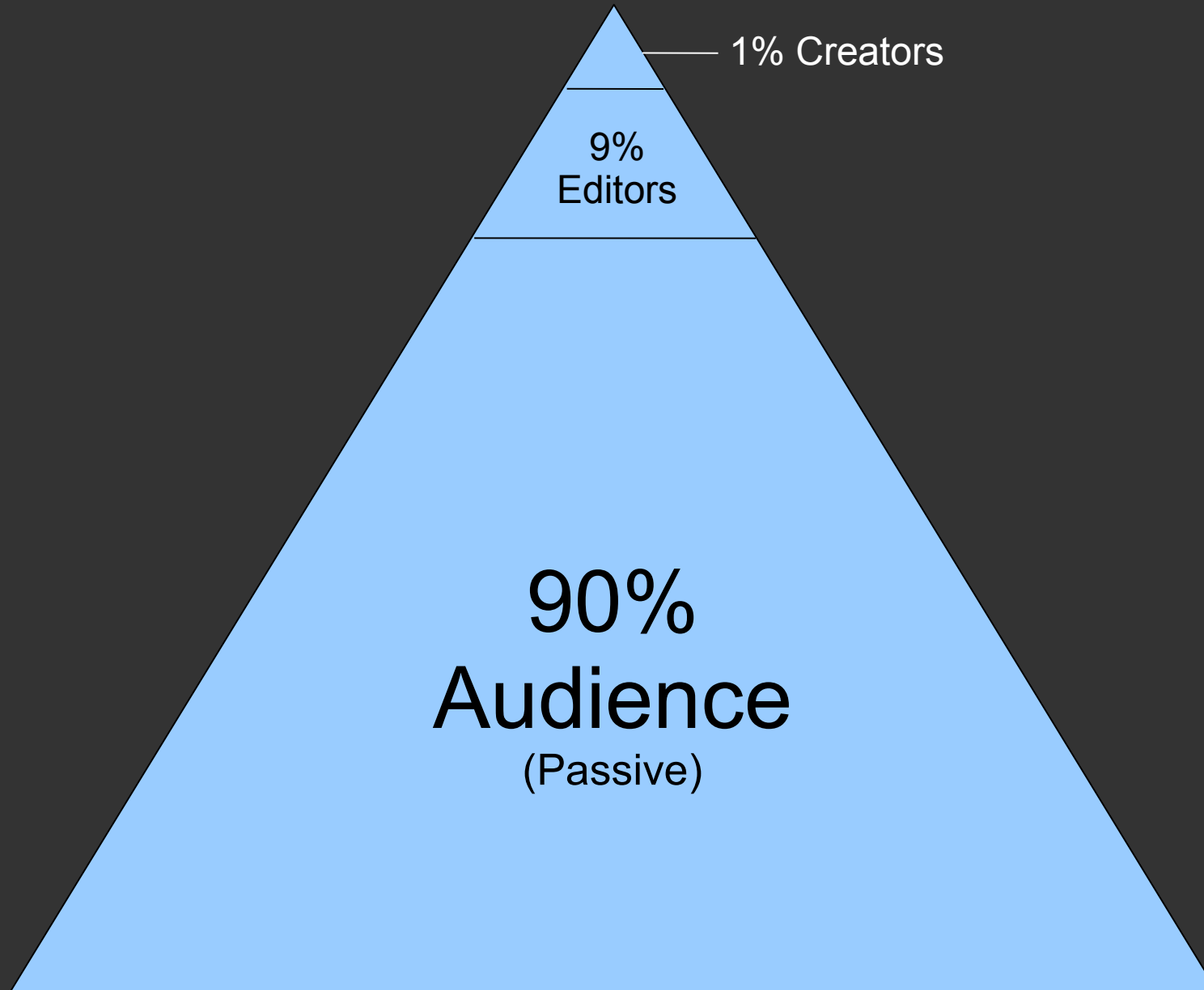
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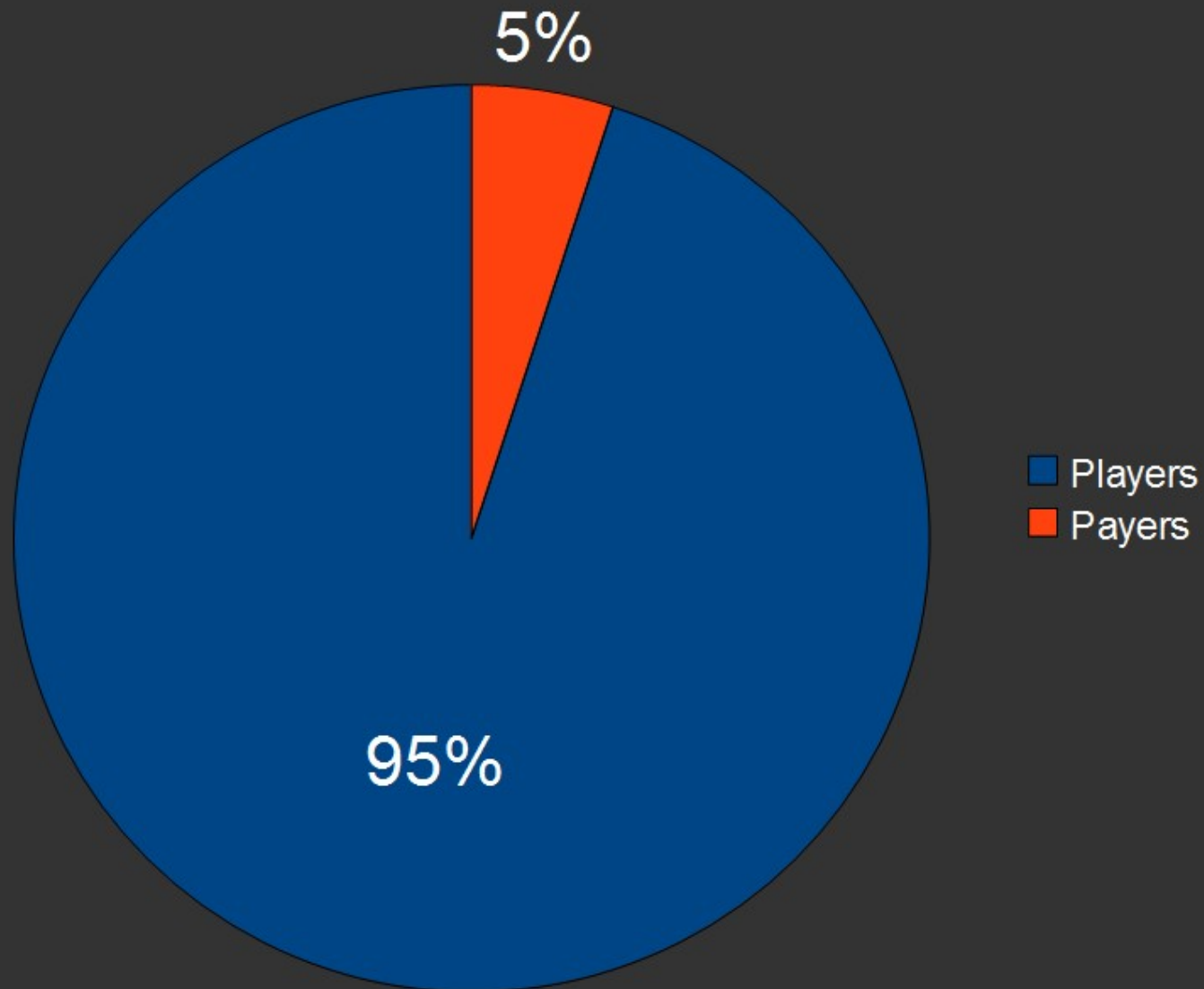


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95-5 Community Rule



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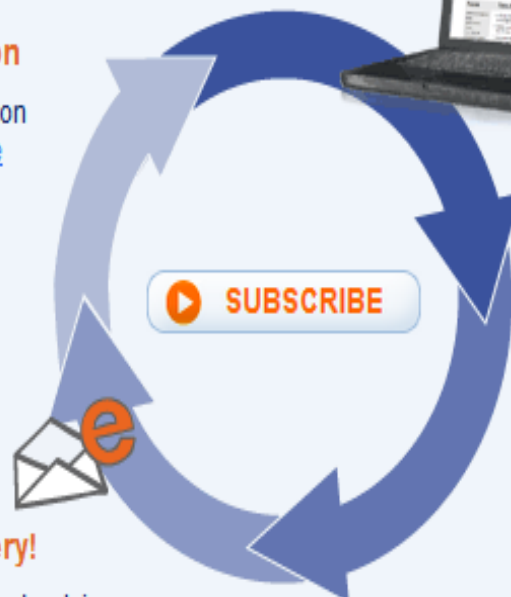


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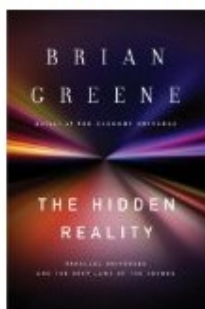
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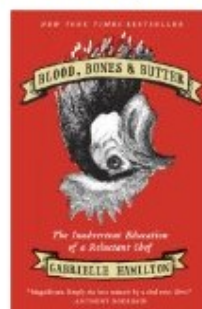


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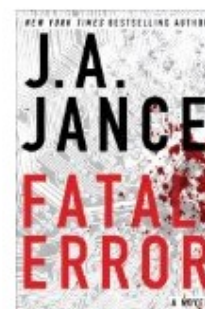
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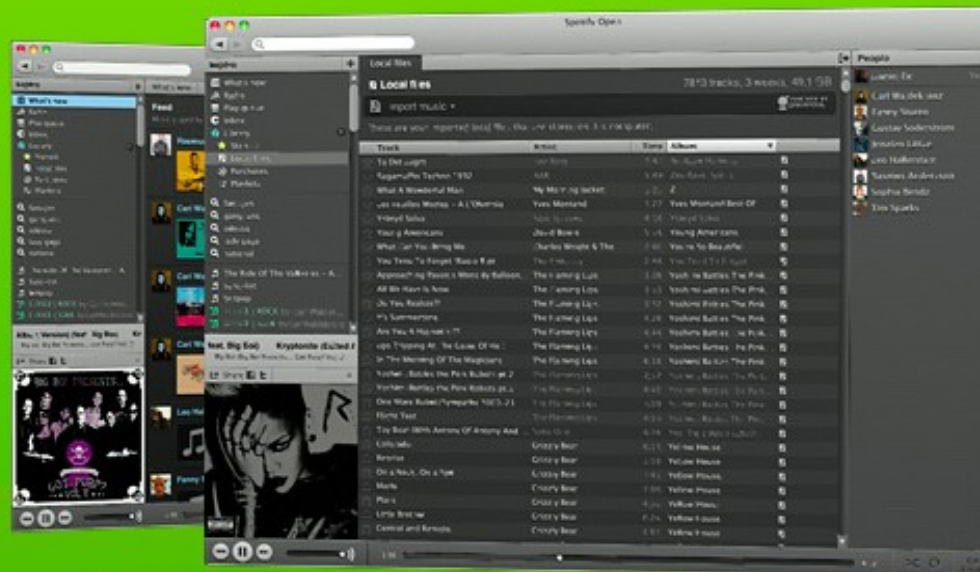
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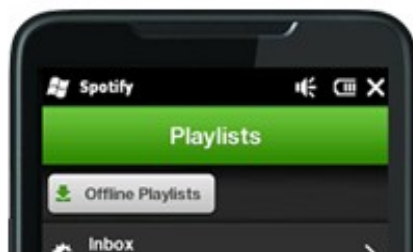


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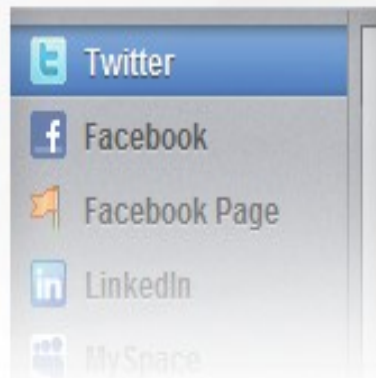


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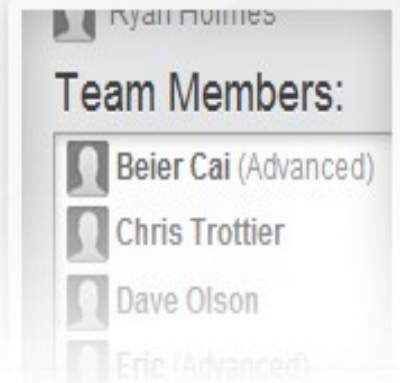
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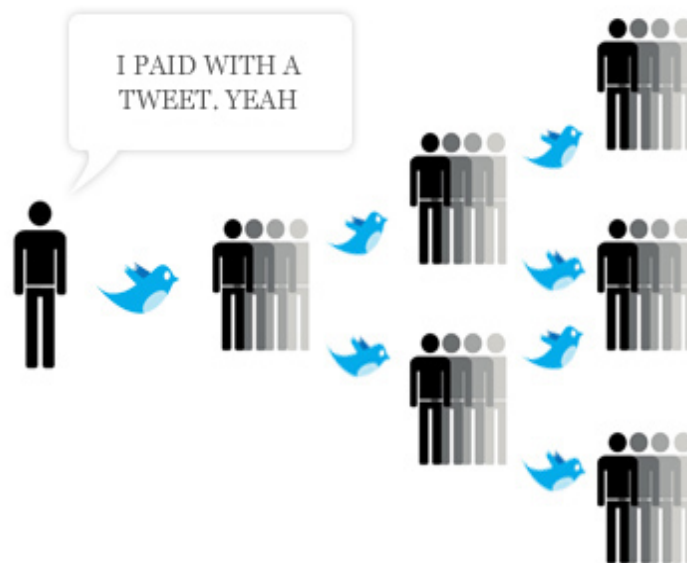


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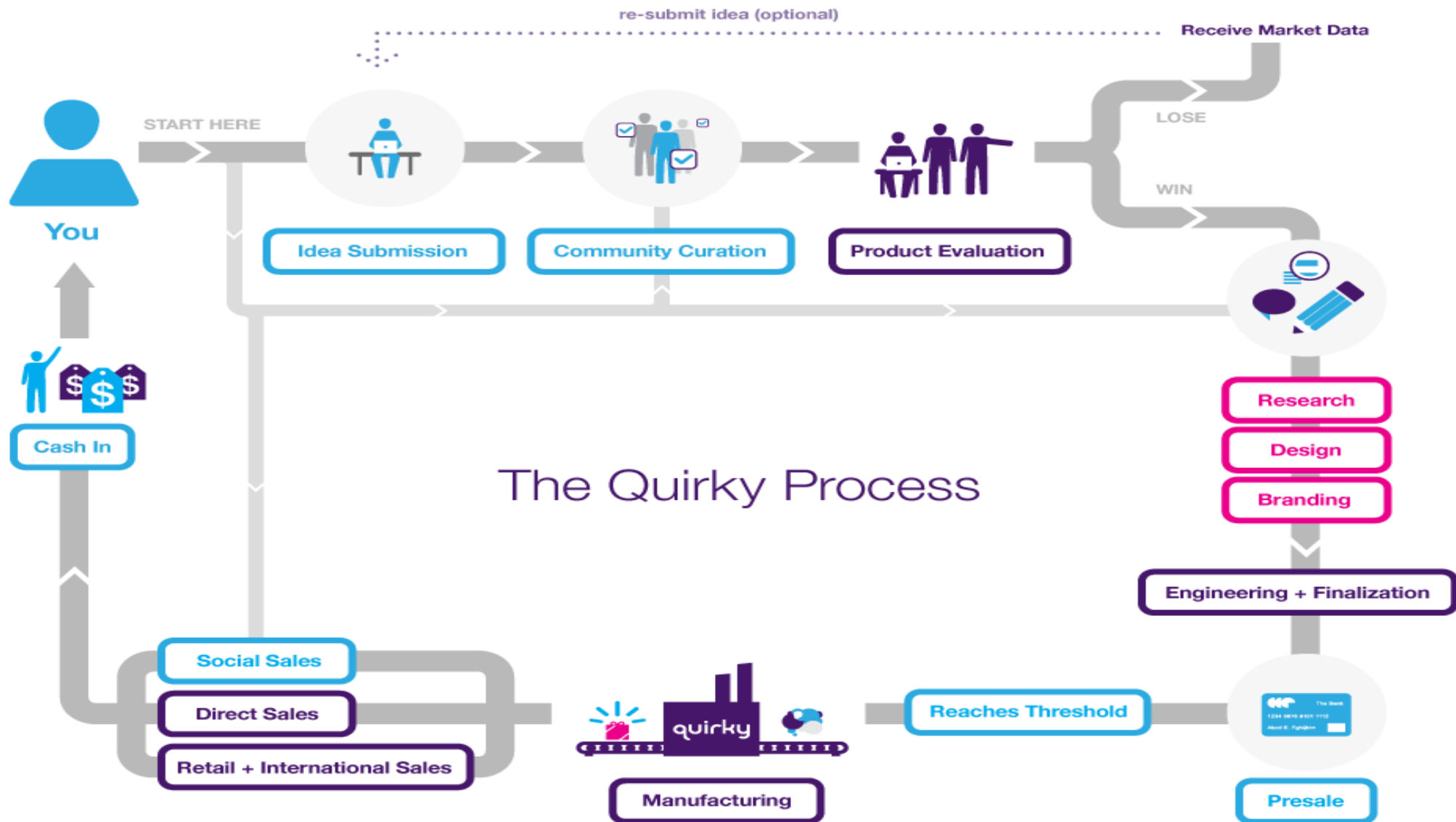


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Only Quirky

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Instructions



Questions to Ask

- Can the user:
 - Do something more quickly
 - Get something more quickly
 - Access something scarce
- Do we provide something sought-after to a select number of people?
- Would people still use us if we purposefully added occasional annoyances?
- Do we offer a a superior user experience?

Questions to Ask

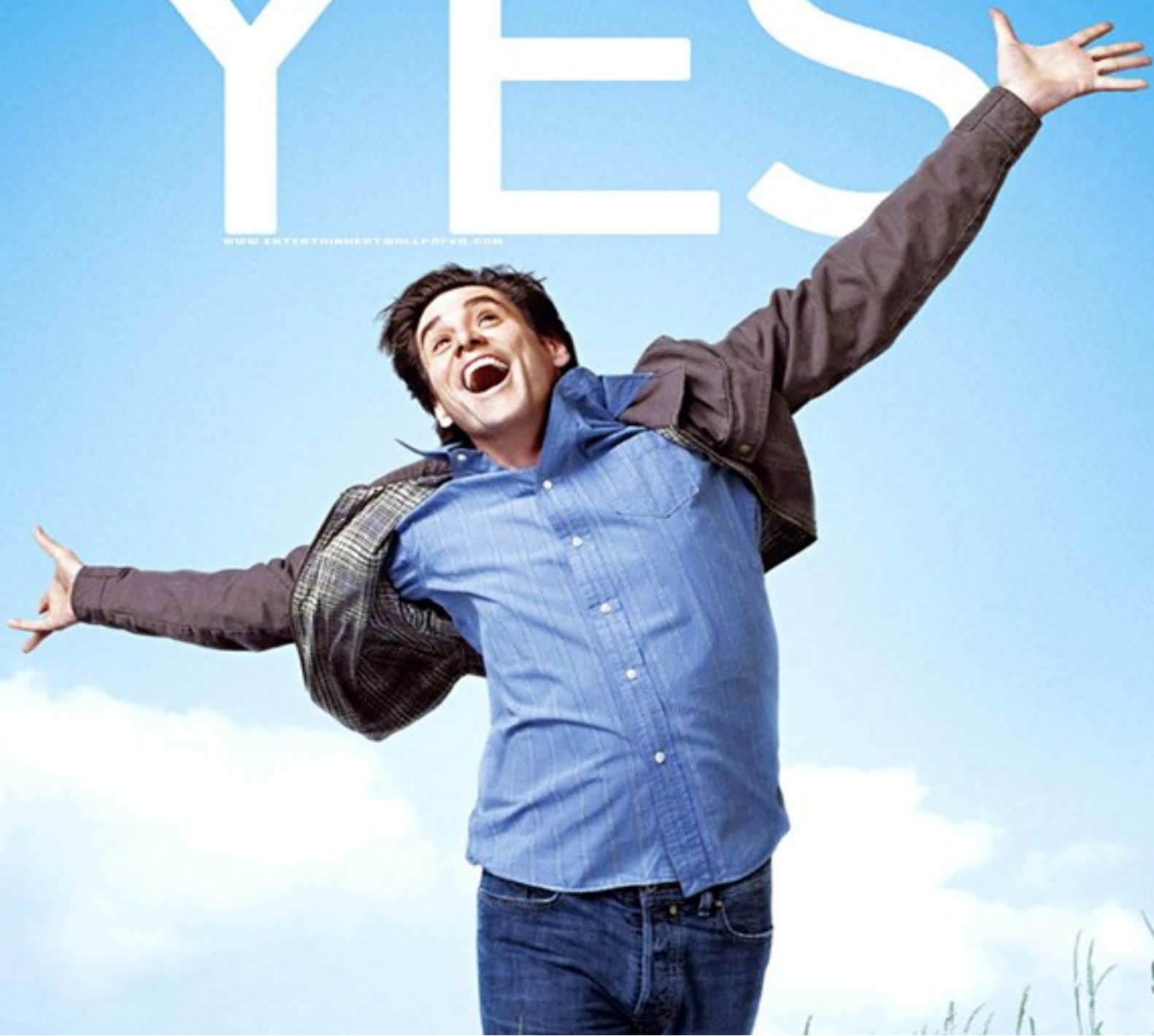
- Do we make the user feel better about themselves or their image?
- Can users form or retain meaningful relationships with others?
- Do we improve the health or physical safety of the user?
- Do we give the user the opportunity to make or save money?
- Do we improve users' career prospects?

Questions to Ask

- Do we provide a service that the user needs to perform their job? Or, perform their job better?
- Do we improve the perceived status of the user?
- Do we provide valuable entertainment for the user?
- Do we allow the user to experience something emotional?
- Do we allow the user to express their creativity?
- Do we provide the user with relevant knowledge or information?

YES

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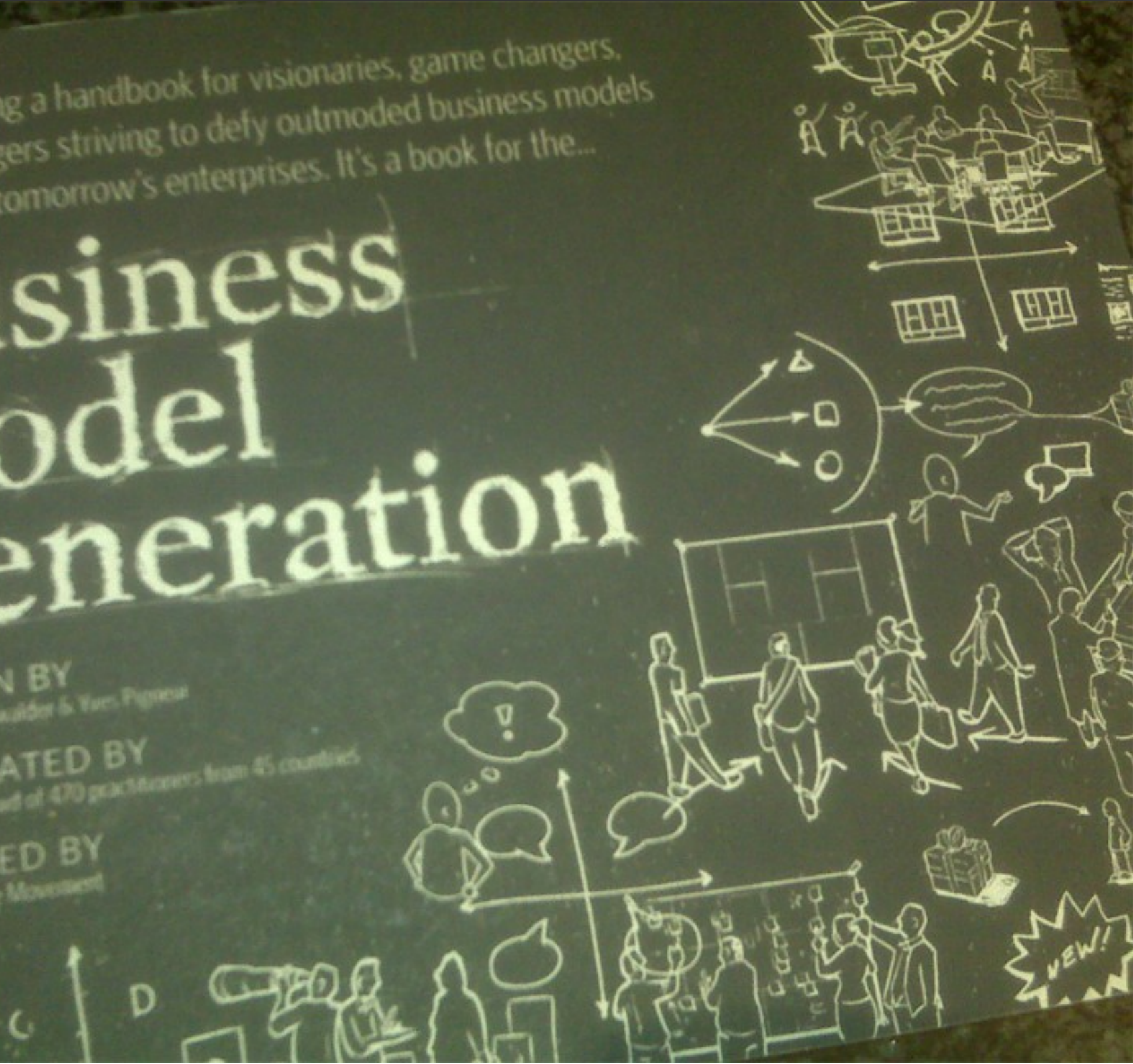
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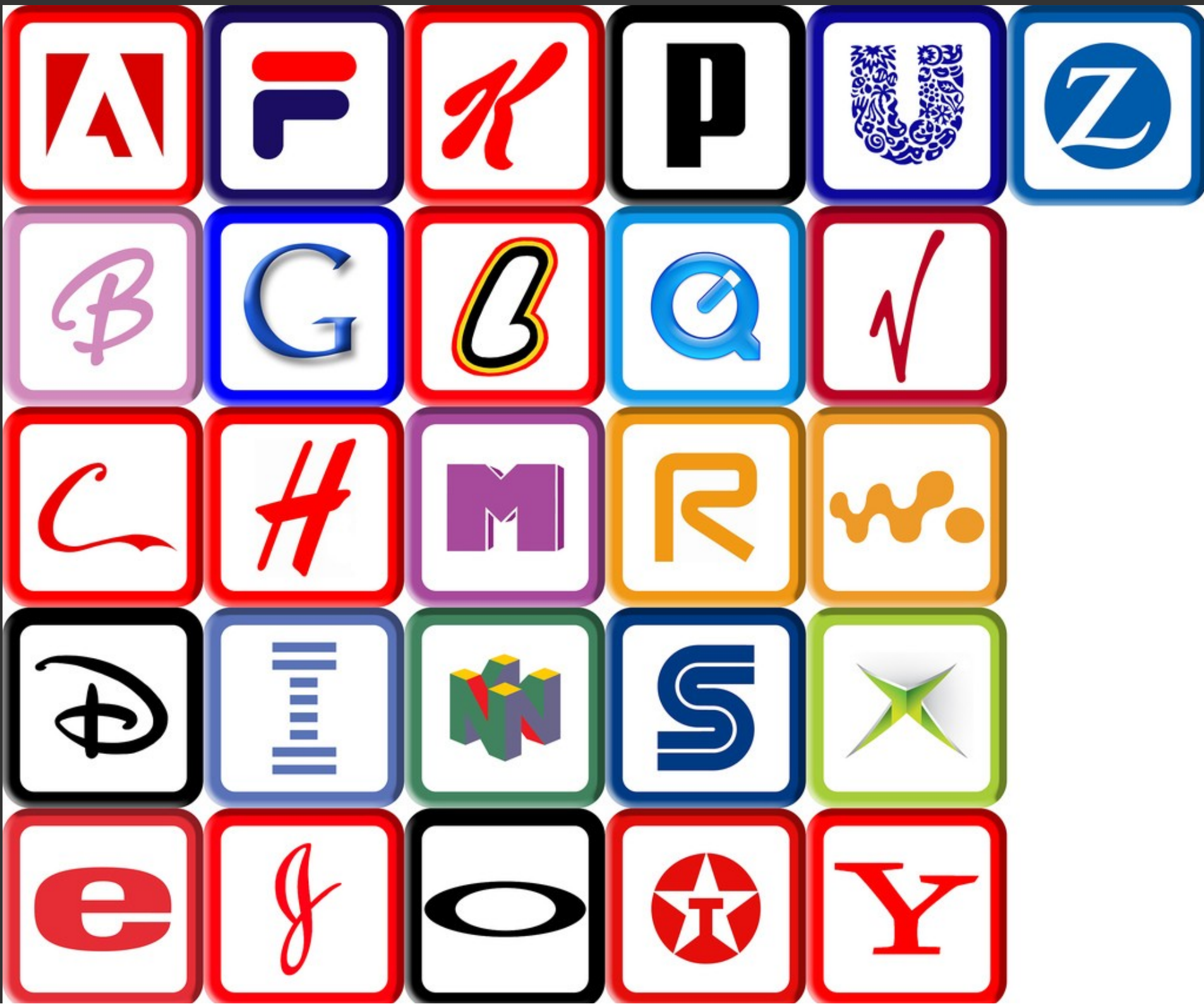
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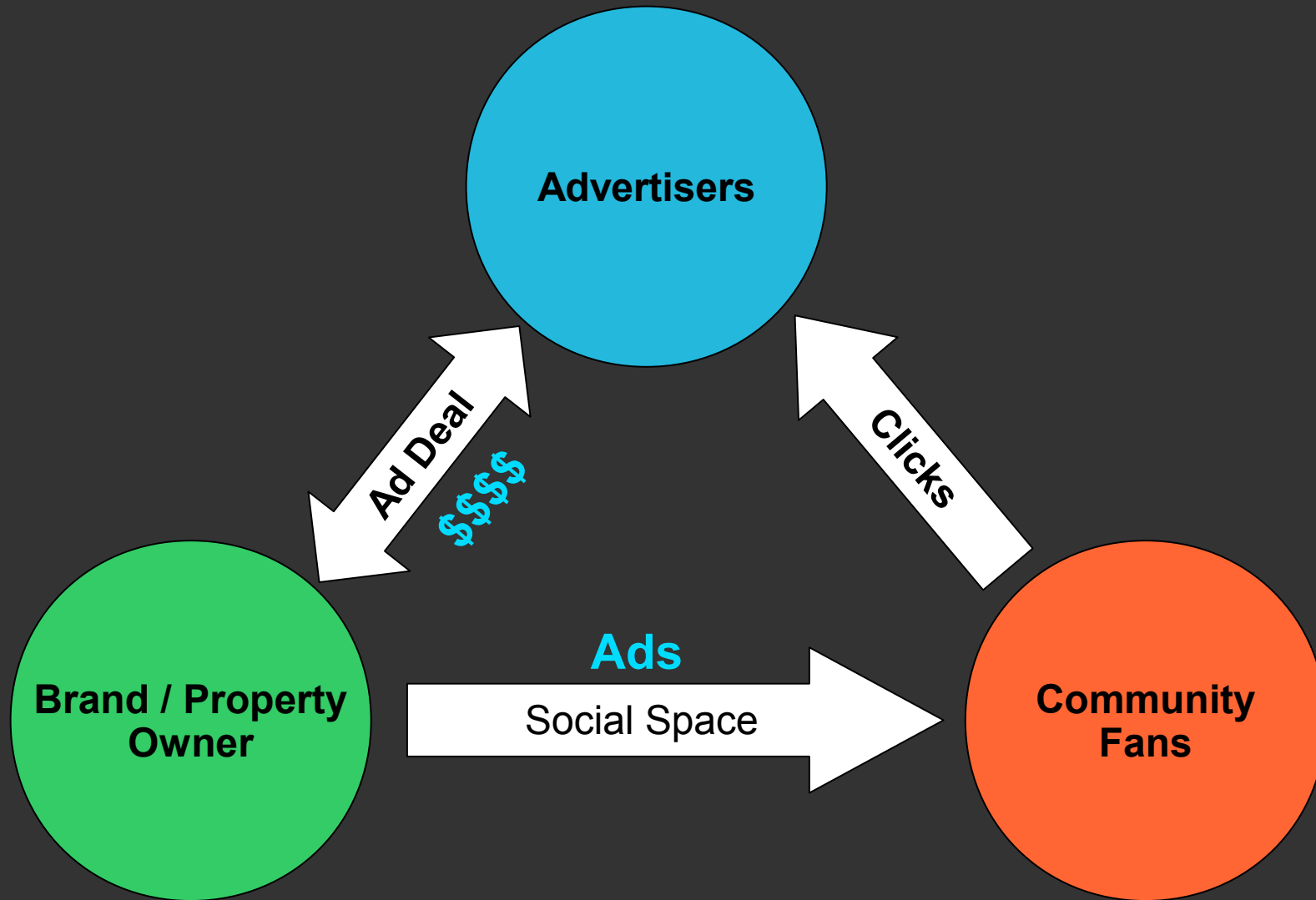




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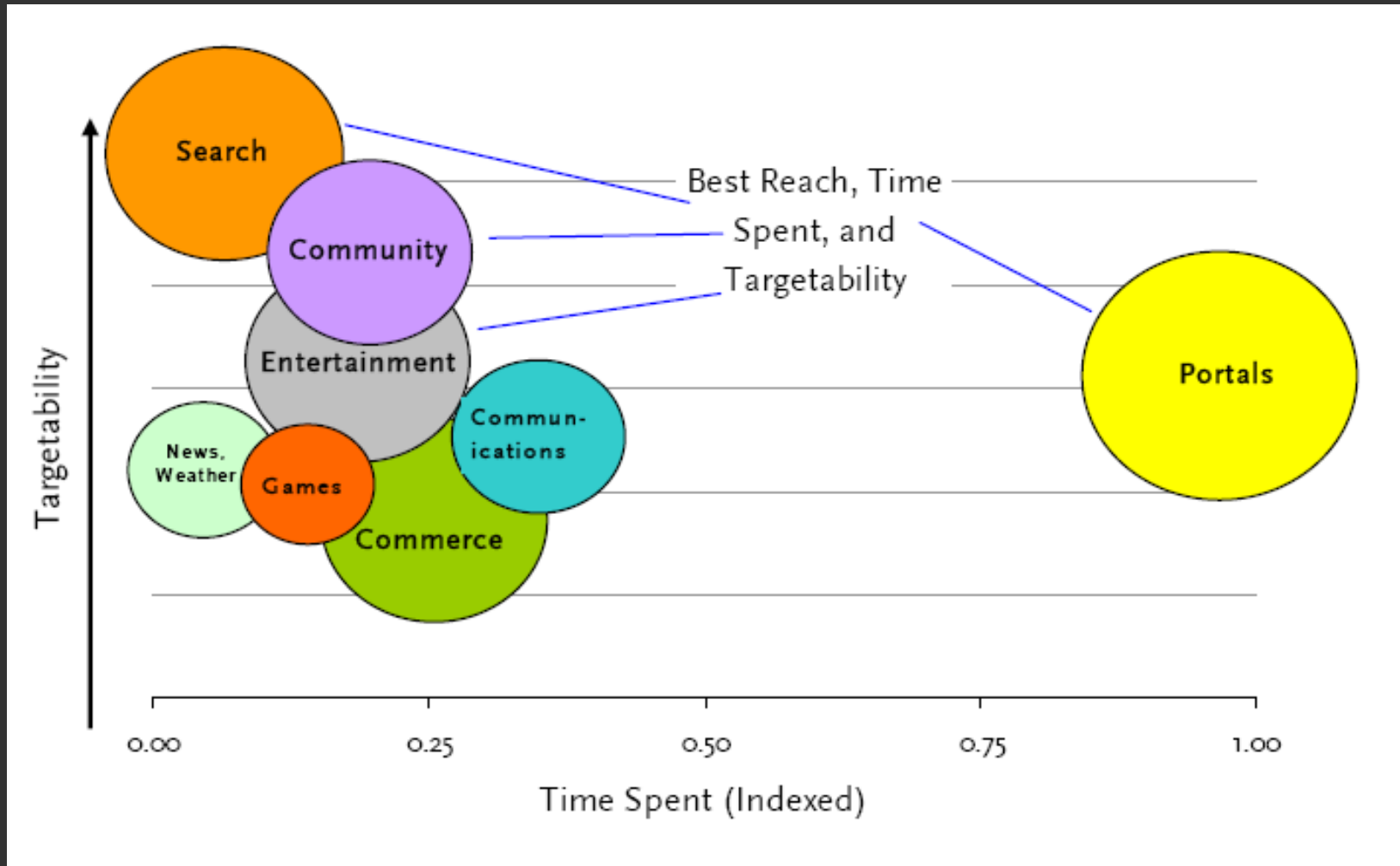
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Types of Online Advertising

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More Types of Online Media



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Your Score: **24400**

Possible Matches: **15**

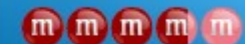
Level: **3**

[New Game](#)

[Quit](#)

Click here to visit mms.com

Rate Game



Rated 3.75 out of 5
(14318 ratings)

High Scores

1. jk
score 151400

2. jt
score 148100

3. jt
score 122200

4. jt
score 113700

24 / 25

tmx: NONE

Test Drive UNLIMITED
 00:55.33
 video_nadzor

Prev -
Best -

0:52 ⏸



In-Game Ads



Menu

PB: None
Rec: 00:54.27

125 m

0:23.98

0

Community.GamesNirvana.com
 Welcome Thebrat [LR:136]=[WR:9 038]. Join our community at
 Community.GamesNirvana.com
 Welcome ЛЯ / goksa [LR:6]=[WR:11 931]. Join our
 community at Community.GamesNirvana.com



Pris's Farm (Click here to visit)

FUEL 0

Pris	Rating	WeiSiang	Tan	Qiao	Cheung
2	8	35	54	174	253

1) Select which package you want:

Farm Cash		Farm Coins	
Get Farm Cash to buy special items!		Need more coins? Buy some now!	
<input type="radio"/> 240	\$40.00	<input type="radio"/> 70,600	\$40.00
<input type="radio"/> 115	\$20.00	<input type="radio"/> 33,300	\$20.00
<input type="radio"/> 55	\$10.00	<input type="radio"/> 15,800	\$10.00
<input type="radio"/> 25	\$5.00	<input type="radio"/> 7,500	\$5.00



2) Select payment option: Payment terms

<p>Buy with Credit Card</p>	<p>Buy with PayPal</p>	<p>Secured by </p>
-----------------------------	------------------------	--------------------



Mobile

Coupons & Codes



IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



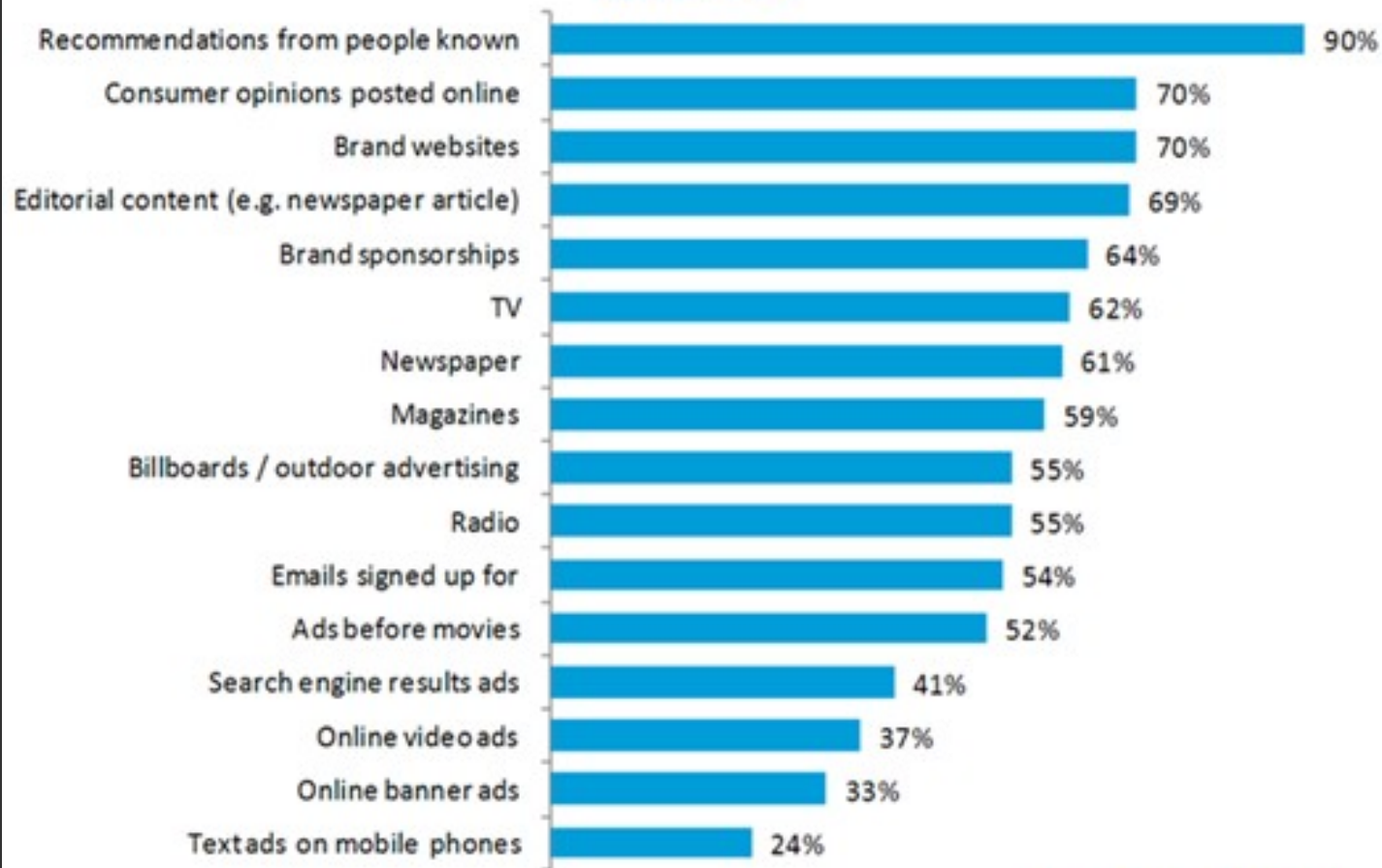
@hugh

People who live near train lines find ways to adjust to the noise... Consumers have begun to treat encroaching advertising just like those trains



Social Media Influence Purchase Decisions

Have some degree of trust* in the following forms of advertising
April 2009



Source: The Nielsen Company

*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

The How-to's

STOP

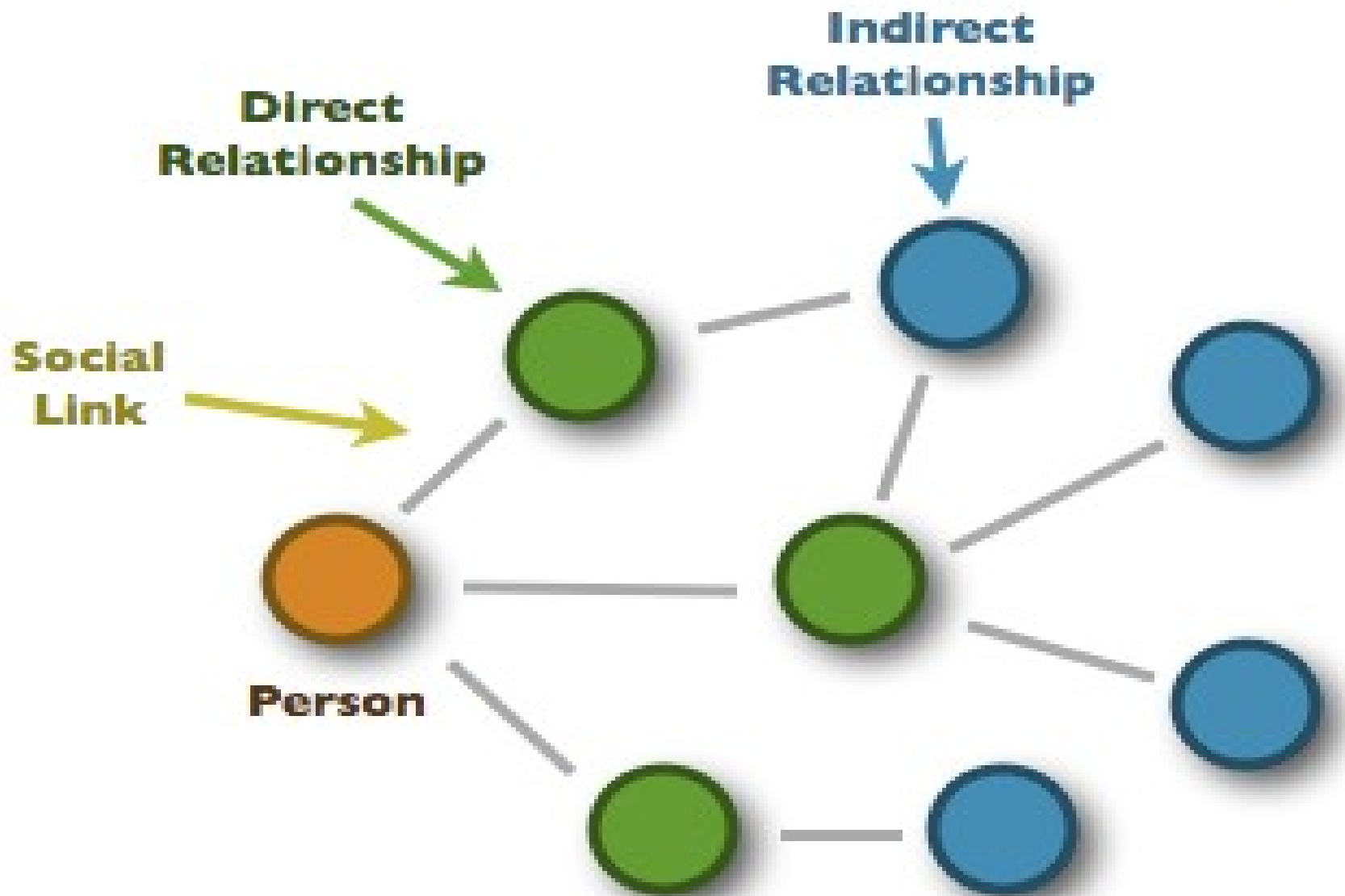
Interrupting
Directing
Shouting
High-powered messages
Reacting
Return on investment
Big promises
Explaining

START

Engaging
Connecting
Enticing
Engaging content
Interacting
Return on involvement
Intimate gestures
Revealing / Discovering

Social Graphs:

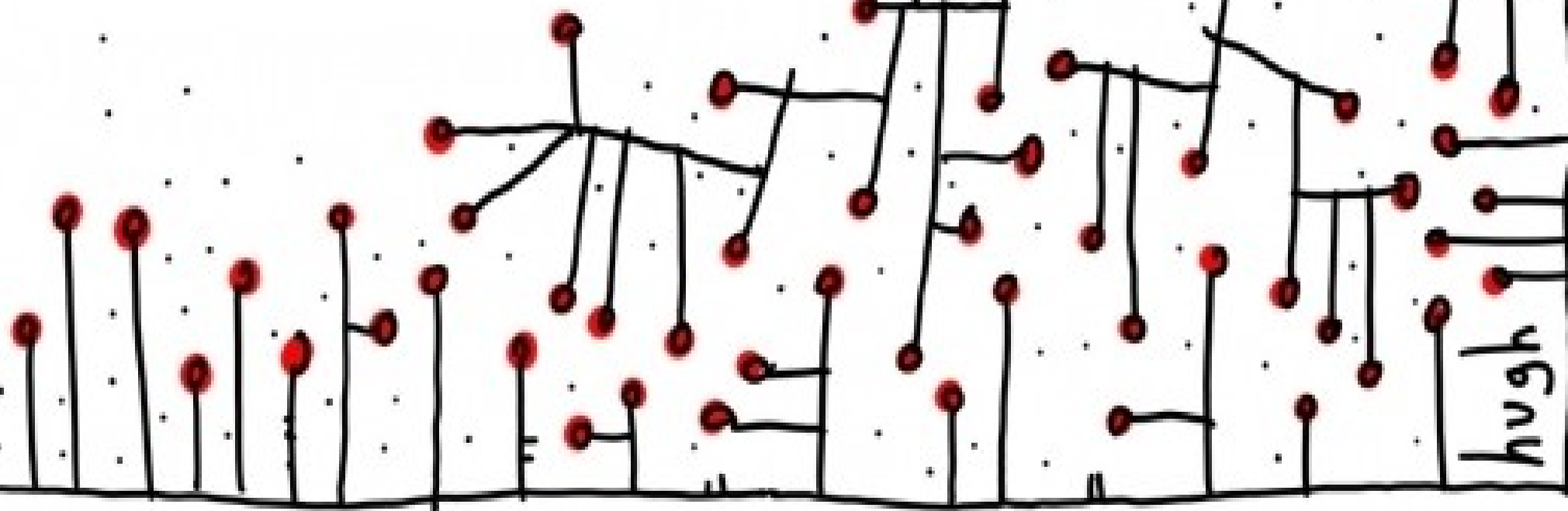
The pattern of social relationships between people



Word of Mouth



the good news is,
they're hyper-connected.
the bad news is,
that's all they are.



hugh

Facebook Advertising

Reach your exact audience and connect real customers to your business.

[Create an Ad](#)

[or manage your existing ads](#)

Overview

[Prepare](#)

[Step By Step](#)

[Case Studies](#)

2. Targeting

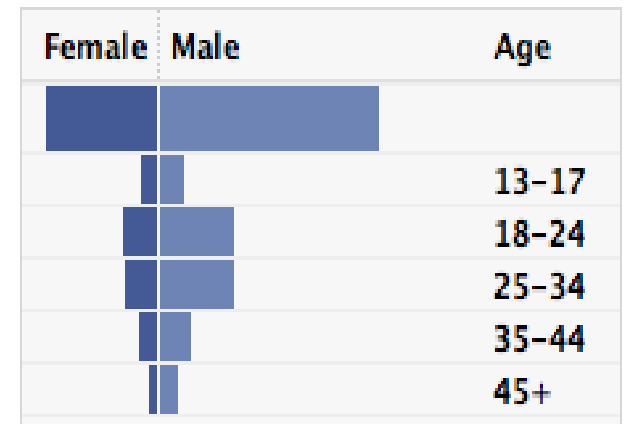
Location:

Everywhere

By State/Province

By City

Age: -



Connect with Real People

- Reach over 400,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM) in your local currency.

Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Real-time results for **starbucks**

[+ Save this search](#)

6 new tweets since you started searching.



Starbucks Looks like 'know it all' ... started it all: <http://bit.ly/9TIMHP> #StarbucksVIA

4:54 PM May 12th via CoTweet by [bradnelson](#)

Promoted by Starbucks Coffee [16 Retweets](#)



Gabolmi @baarbyy puedes hoy en Gran plaza, y nos quedamos en el **starbucks**, o nose :B por que no quieres ab :B avisame y le digo a nine =)

less than 20 seconds ago via web in reply to baarbyy



Gump_Torn I'm at **Starbucks** Suvarnabhumi Airport (Suvarnabhumi International Airport, Nong Prue). <http://4sq.com/7YIGcF>

half a minute ago via foursquare



carleemerissa Going to my little brothers baseball game in pouring rain. **Starbucks** I am on my way :)

half a minute ago via Twitter for BlackBerry®



DarrellDBarnes Sippin' on some delicious Yukon Blend. Yum. — at **Starbucks** Coffee <http://gowal.la/v/c/PWPr/tw>

half a minute ago via Gowalla

Home

@RochelleGrayson

Direct Messages **208**

Favorites

Retweets

starbucks



Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending: Worldwide

Change

Actor Dennis Hopper

#junewish

#zodiacfacts

#dennishopper

BR♥HayleyWilliams

Create Your Ad Campaign

Step 1 of 4

Ad Campaign Name:

Campaign Name
Give your campaign a name so that you can easily recognize it later. LinkedIn members won't see the campaign name.

Ads In This Campaign

Create a maximum of fifteen (15) ad variations to test out different text and images to optimize your costs and click through rates.

Ad Variation 1

Add Image

[Click to enter a headline](#)

[Click to enter a description of up to 75 characters to span 2 lines](#)

[www.example.com](#)

From: Rochelle Grayson

Go to URL: <http://www.example.com>

[+ Add a variation \(Optional\)](#)

[Next Step](#)

or [Cancel](#)

Common Questions

[FAQ](#)

- [Where will my ads show up?](#)
- [What words can I put in my ad?](#)
- [What is the Profile Link?](#)
- [Will my ad look exactly like the preview?](#)
- [What are some suggestions for writing my ad?](#)

[See example ads »](#)
[Best Practices](#)

In-Stream Advertising Platform

REACHING OVER **40 MILLION** UNIQUE USERS ON **TWITTER**

Check out ad.ly for

Content Creators
TWITTER PUBLISHERS.

Advertisers
SELF-SERVICE & DIRECT.



Over **60,000** publishers...

Featured advertisers...



Featured Publishers



Newsweek
1,235,398 followers



Mandy Moore
1,931,804 followers



Ryan Sheckler
1,515,959 followers



Tech Crunch
1,370,852 followers

Content Creators

Ad.ly enables you to monetize the valuable content you are producing in streams like Twitter, MySpace and Facebook. Ad.ly pays you to send an ad to your followers on behalf of brands you love (like an ad unit placed inside your stream).

You approve each ad before it's sent, and every ad is disclosed as an ad to your audience.



- ▶ Take a Tour
- ▶ Retargeting by Criteo
- ▶ How does it work?
- ▶ Why is retargeting so effective?
- ▶ Costs and results
- ▶ Retargeting banners examples
- ▶ Privacy policy
- ▶ Demo
- ▶ Start a campaign

Site owners:

Get guaranteed CPM's
that you set yourself
for advertising space!

[Learn more](#)

- Would you like your clients to come back more frequently and buy more?
Do more than 95% of your visitors leave your site without making a purchase?

• The Revolution of Pay Per Click Personalized Retargeting



Criteo enables you to:

- ▶ find users who visited your site and left without making a purchase
- ▶ retarget each of these users with personalized banners
- ▶ bring users back to your site, where they can convert into paying customers

- With Criteo, you only pay if a user clicks on a Criteo banner and visits your site.

[LEARN MORE](#)



TAKE A TOUR





How will you use Causes to make a difference?

[CAUSES](#)[PROJECTS](#)[WISHES](#)

With Causes, “The Cove” built a community of 800,000 people to fight the slaughter of dolphins.

[LEARN MORE](#)

Earth Island Institute/Michael Nolan

**OVERALL
IMPACT**

140 million

Causes members

[Join the Movement](#)

500,000

member-created causes

[Find a Cause](#)

\$30 million

raised for 27,000 nonprofits

[Support a Project](#)

200,000

Birthday Wishes

[Donate Your Birthday](#)



Have fun out there. Jeep.

The Jeep. Community

The Jeep. brand "social network" actually started a long, long time ago—grassroots-style. Now we're bringing it all together, online. Let's see what ya got.



Community



News



Events



Action Sports



Legacy



Swag & Games



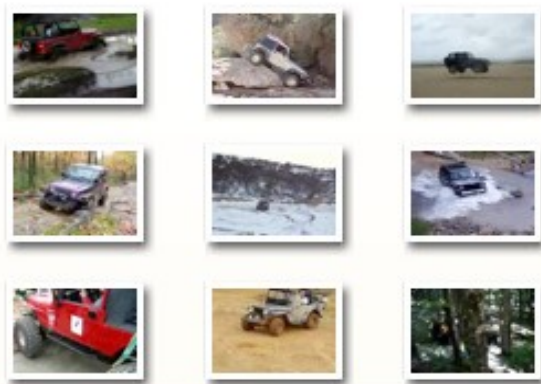
Calendar

The Jeep. Channel Recent Videos

The Jeep. Photo Feed



JEEP MUDDIN2
LENGTH: 18 VIEWS: 27





Newbie



Adventurer



Explorer



Super Star



Player Please!



Far Far Away



School Night



Panel Nerd



Slut



Redford



Porky



Trifecta



Entourage



PV Bender



Overshare



Survival



Friends



Places



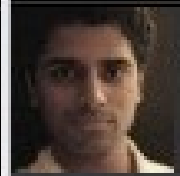
To Do



Badges



More



Naveen

@ WCOU Radio / Tile Bar

2 mins ago



Last 3 Hours

Dens C. @ The Magician

7 mins ago

dball 4eva!

Nick M. @ Stop & Shop

41 mins ago

Stocking up for the blizzard!

Mari S. @ East Village Tavern

2 hrs ago

(158 Avenue C at 10th)

Older

Nate W. @ Regal Cinemas -...

Sun Mar 1

Street Fighter!



Friends



Places



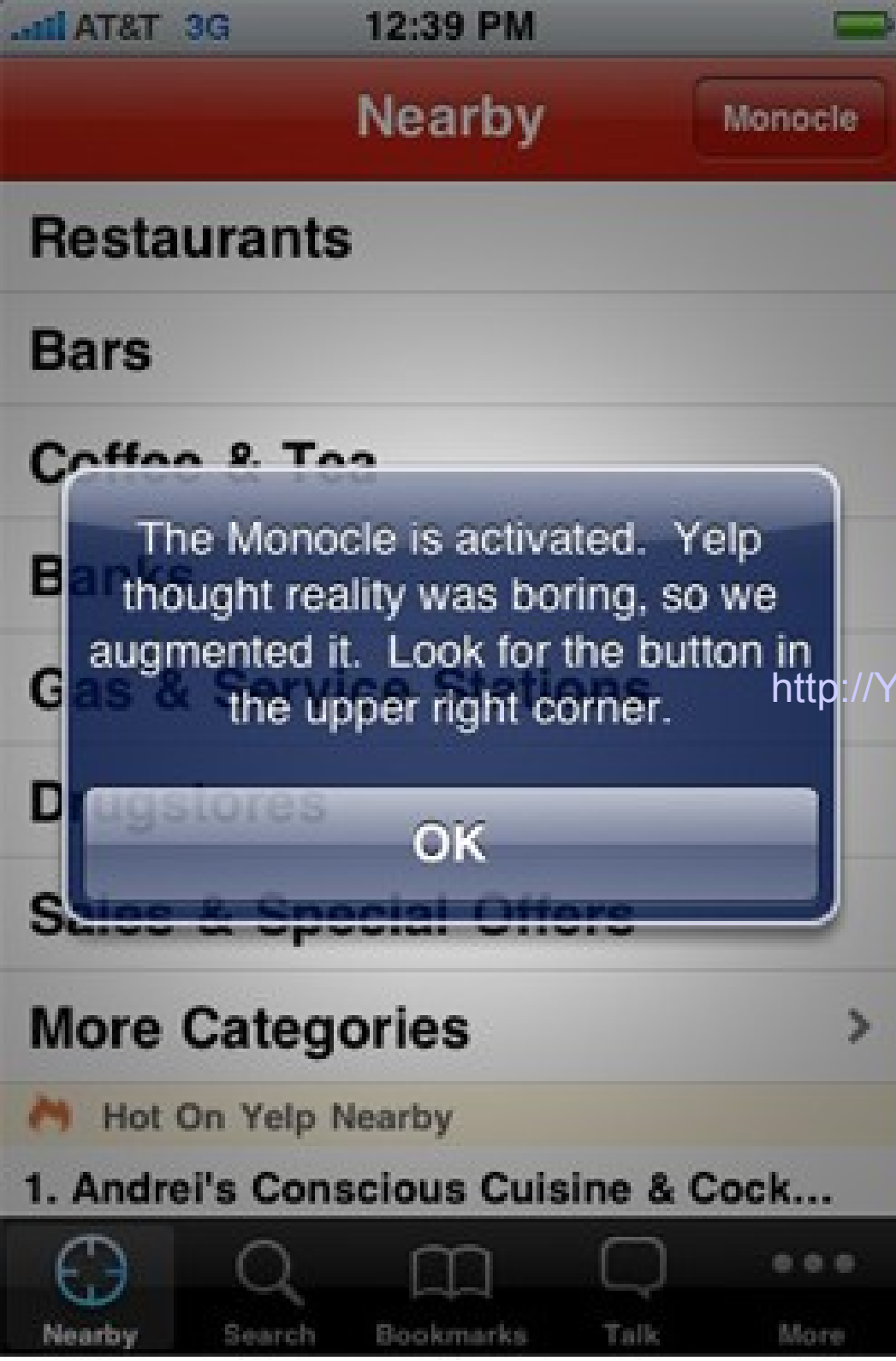
To Do



Badges



More



Word Lens es un
diccionario –
evolucionado.

Spanish to English

WORD LENS IS A
DICTIONARY –
EVOLVED.



AdMob has been acquired by Google. [Learn more.](#)

AdMob Enriching Mobile

Mobile advertising and monetization solutions from a trusted name in mobile advertising.



Mobile Web



[More](#)

iPhone



[More](#)

Android



[More](#)

Emerging Platforms



[More](#)

Mobile Solutions for...

- **Advertisers**
Ads drive brand awareness and new user acquisition
- **Agencies**
Turnkey solutions to extend campaigns to mobile
- **App Developers**
Distribution and monetization platform
- **Mobile Web Publishers**
Earn revenue by serving ads

Announcing Next-Generation AdWhirl



We're launching the next generation of AdWhirl, with major improvements and updates. AdWhirl is a free, open source mediation layer that helps iPhone and Android app developers maximize their ad revenues. New features include support for unlimited ad networks, including iAd, and major House Ad improvements.

Try AdWhirl at adwhirl.com To learn more, visit our [blog](#).

CURRENT STATS

Global Impressions Served:
208,180,045,903

[Get Started](#)

LOG IN TO YOUR ACCOUNT

Email

Password

[Forgot password?](#)


Not Registered? [Sign Up Now](#)

NEWS & PERSPECTIVE

- **TechCrunch**
Over Six Months Later, Google Finally Closes AdMob Acquisition [Article](#)
- **GigaOm**
iPhone More Global Than Android — for Now [Article](#)
- **AdMob Mobile Metrics**
April 2010 Mobile Metrics Report [Article](#)



How will you use Causes to make a difference?

[CAUSES](#)[PROJECTS](#)[WISHES](#)

With Causes, “The Cove” built a community of 800,000 people to fight the slaughter of dolphins.

[LEARN MORE](#)

Earth Island Institute/Michael Nolan

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500,000

member-created causes

[Find a Cause](#)

\$30 million

raised for 27,000 nonprofits

[Support a Project](#)

200,000

Birthday Wishes

[Donate Your Birthday](#)

Here's what people are excited about today:

FUNDRAISING PROJECTS



CAUSES



WISHES



From the Causes blog

Causes announces Give a Minute for charity

by Jen Burton on Mar 29, 2011

We're really excited to announce a new feature we've been working on called Give a Minute which is a new way for users to...

[Read more >](#)

The New York Times



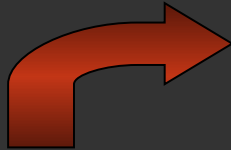
L I N C O L N



Summary

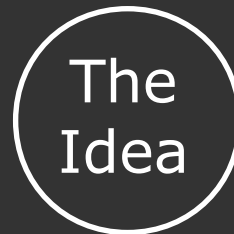
create MARKETING SOLUTIONS not ADS

Get beyond commercial messages. Solve something. Involve people. Enable them. Let them Participate.



don't forget the BRAND

Is the brand central to the idea? Are we allowing for experiences that will get people engaged and ultimately move product?

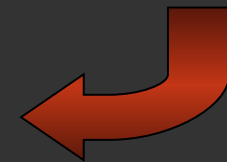


create USEFUL CONTENT

Content & tools that make life better in some way.

think CONTEXT

Think of all of the places, the touch points, where people could engage with our content. What are they seeking there. The way they use media and technology will influence our content.





Build Your Virtual Economy!

Transaction Monetization Model



Marketplace



Types of Markets



Primary: Vendor

Customers/Partners

Secondary: Peer

Peer

Tertiary: Customers/Users

Vendors

Scarcity





How Groupon Works

1 Get It

Check your email, Facebook or Twitter feeds for daily deals on cool local businesses.

2 Share It

Groupons are more fun when used with friends. Pass along deals by email or broadcast them to your social networks.

3 Enjoy It

Print the voucher or bring it up on your mobile device, then present it at the business to get your deal.



Earn \$10 in Groupon Bucks by inviting friends. [Refer a friend now.](#)



PERSISTENCE

If there is no struggle there is no progress.

Frederick Douglass

All your stuff in one place.

Get to your bookmarks from any computer, anytime, anywhere.



[Learn More](#)



HIDE INTRO 

Search the biggest collection of bookmarks in the universe...

Search Delicious

[Search](#)

[Fresh Bookmarks](#)

[Hotlist](#)

[Explore Tags](#)

The freshest bookmarks that are flying like hotcakes on Delicious and beyond.

[See more recent bookmarks](#) 

New bookmarks saved in the last minute **1 8 8**



[Is Your Brand's Social Media Getting Diluted?](#) [SAVE](#) | [SHARE](#)

via [socialwebtools.info](#)

100

[sem](#) [seo](#) [social](#) [media](#) [Branding](#)

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[ipad](#) [apple-ipad](#) [ipad-stands](#) [apple](#) [iPad](#)

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via [searchengineland.com](#)

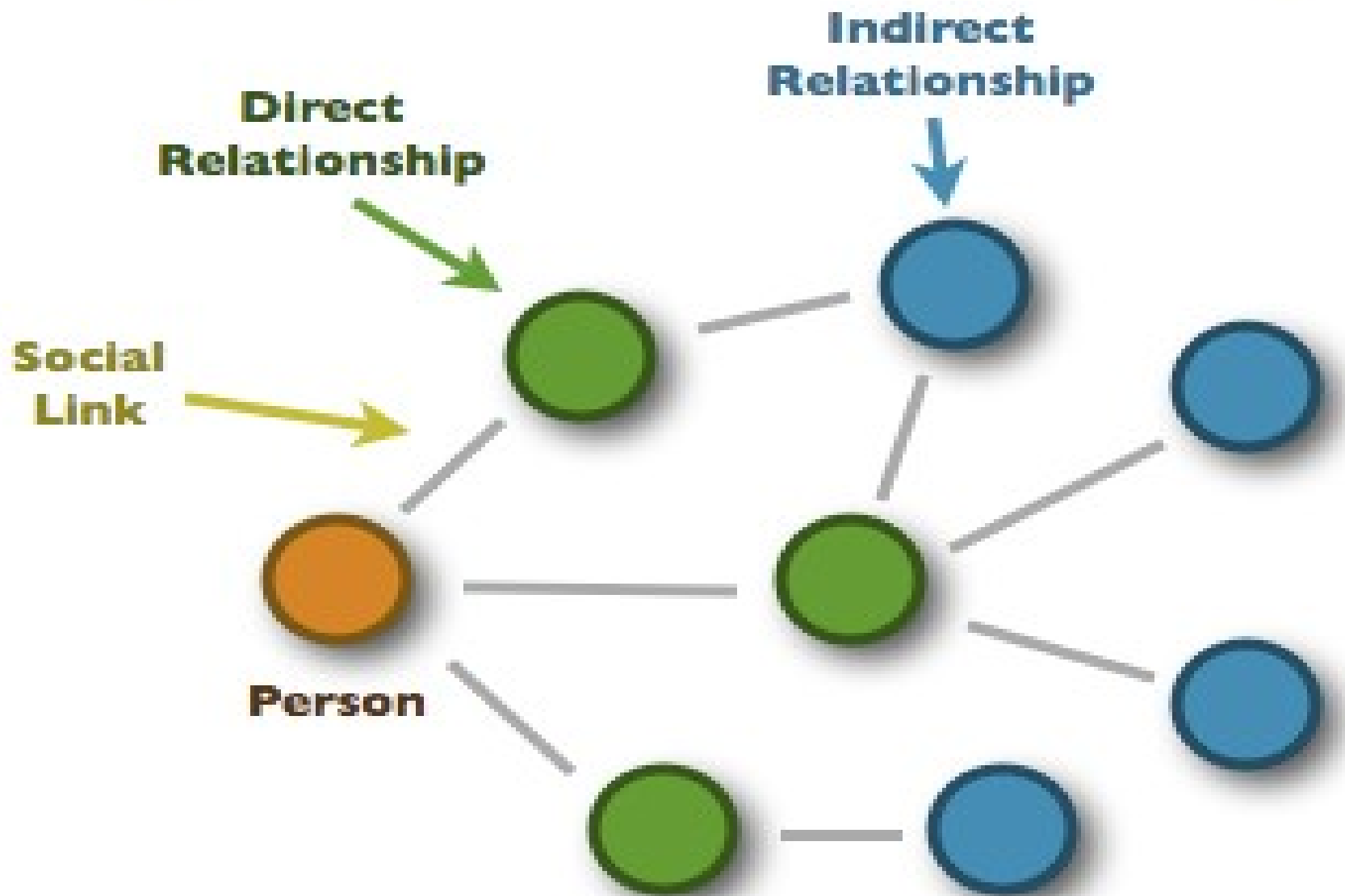
9

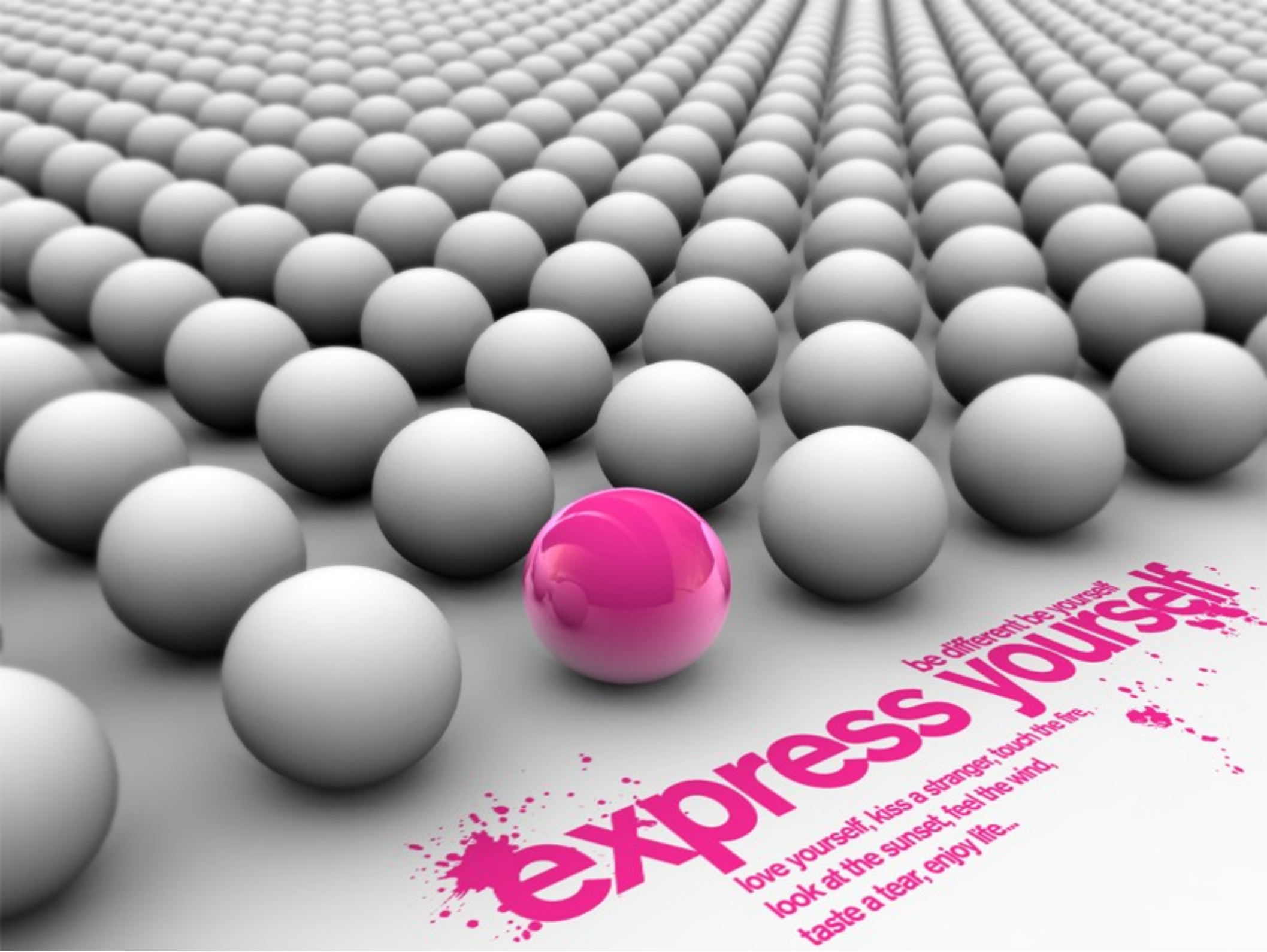
[ppc](#) [media](#) [google](#) [social](#)

[▶ 6 Related Tweets](#)

Social Graphs:

The pattern of social relationships between people





express yourself be different be yourself
love yourself, kiss a stranger, touch the fire,
look at the sunset, feel the wind,
taste a tear, enjoy life...

- News Feed
- Vancouver, BC
- UChicago
- Status Updates
- Photos
- Links
- More

Live Feed View News Feed

What's on your mind?



Alexandra Samuel How bad was @lilsweetie's doctor's office hissyfit over flu shot? Vodka-before-5 bad --my vodka, not hers.

about a minute ago via Facebook for iPhone · Comment · Like



Vincent Wright became a fan of Elizabeth 'Tina' Fey and 4 other profiles.

11 minutes ago



Aaron Handford is attending Miss Mercury Finalist for Radio Active Competition.

15 minutes ago · Comment · Like · RSVP to this event



Michael Tippett and **Mike Browne** are now friends with David Murray.

15 minutes ago



Michael Tippett is now friends with Christopher Shannon Roy and Kenton Low.

16 minutes ago



Alex Stein TNT -- coolest swag ever



Clicks and Pops: TNT -- We Know Marketing

Source: dicksandpops.blogspot.com

Mix tapes are so 1980s and mix CDs just aren't as cool. But if you could make an MP3 mix that looked like a cassette tape, that would be cool, right? Two years ago, the Mixa came out -- \$40 bucks for a USB flash drive that looked like a cassette tape. ...

20 minutes ago · Comment · Like · Share

Requests

See All

- 1 friend request
- 5 event invitations
- 32 group invitations
- 134 other requests

Suggestions

See All



Bodo Estrich

Add as Friend



Hartmut Dollmann

Help them find their friends.

Suggest Friends for Them

Sponsored

Alberto European free



Experience the new formula of Alberto European free! Become a fan, request your sample and style with confidence whatever the weather.

6,563 people are fans of Alberto European.

Become a Fan

Events

See All

- BodySpeak Movement Exploration Classes (every Friday) Now
- Touchstone Theatre presents the premiere of Demon Voice by Shawn Macdonald Now
- Vancouver iPhone Forum Tuesday 8:30am
- "Friends with Benefits" Book Launch and Party



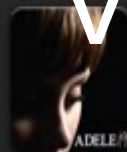

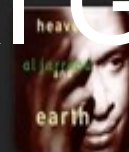




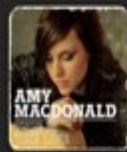



















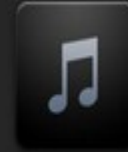










Virtual Currency



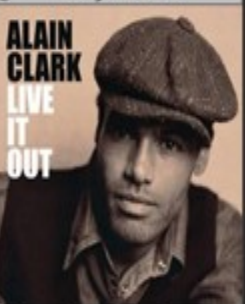
Country	Unit	Rate
 USA	1 USD	
 EURO	1 EUR	6.430
 SVERIGE	100 SEK	8.3680
 DANMARK	100 DKK	92.440
 STORBRITANNIA	1 GBP	112.29
 SVEITS	100 CHF	12.047
 JAPAN	100 JPY	53.130
 AUSTRALIA	1 AUD	6.0900
 CANADA		6.7700

Virtual Goods

- BIBLIOTHEEK
 - Muziek
 - Films
 - Tv-programma's
 - Podcasts
 - Audioboeken
 - Radio
- STORE
 - iTunes Store
 - Aangeschaft
- APPARATEN
 - Pod van Bakkel
- AFSPEELDSTEN
 - Partyshuffe
 - Genius
 - 50 laatst afgespeeld
 - Jaren 80
 - Jaren 90
 - Mijn favorieten
 - Muziekvideo's
 - Onlangs afgespeeld
 - Onlangs toegevoegd
 - On-The-Go 1

Albums	Artiesten	Genres	Componisten
 AC/DC 1 album, 14 nummers	 Acdc 3 albums, 29 nummers	 Adele 1 album, 12 nummers	 Aerosmith 1 album, 16 nummers
 Al Jarreau 3 albums, 28 nummers	 Alain Clark 1 album, 13 nummers	 Alanis Morissette 3 albums, 40 nummers	 Alannah Myles 1 album, 10 nummers
 Alicia Keys 2 albums, 29 nummers	 Alter Ego X 1 album, 8 nummers	 Amanda Marshall 1 album, 10 nummers	 Amy MacDonald 1 album, 11 nummers
 Amy Winehouse 4 albums, 57 nummers	 Anastacia 3 albums, 41 nummers	 Andrea Bocelli 1 album, 14 nummers	 Andy Abraham 1 album, 14 nummers
 Angie Stone 1 album, 18 nummers	 Anouk 7 albums, 101 nummers	 Arctic Monkeys 1 album, 13 nummers	 Audioslave 1 album, 12 nummers
 Back To Back 1 album, 11 nummers	 Band van Hekken 4 albums, 47 nummers	 Barry Hay 1 album, 13 nummers	 The Bee Gees 1 album, 21 nummers
 Beef 1 album, 13 nummers	 Ben Harper 1 album, 14 nummers	 Beth Hart 5 albums, 63 nummers	 Beverly Knight 3 albums, 32 nummers
 Billy Da Kid 1 album, 11 nummers	 Billy Joel 1 album, 36 nummers	 Black Eyed Peas 1 album, 15 nummers	 Bløf 1 album, 13 nummers
 The Blues Brothers 2 albums, 23 nummers	 Bob Marley & the ... 2 albums, 14 nummers	 Bon Jovi 6 albums, 77 nummers	 Bonnie Tyler 1 album, 18 nummers
 The Brand New He... 2 albums, 26 nummers	 Bruce Springsteen 11 albums, 162 nummers	 Bryan Adams 1 album, 13 nummers	 Bush 2 albums, 26 nummers
 Candy Dulfer 2 albums, 19 nummers	 Charles & Eddie 1 album, 13 nummers	 Cher 1 album, 16 nummers	 Chet Baker 1 album, 21 nummers
 Chic 2 albums, 14 nummers	 Chris De Burgh 1 album, 16 nummers	 Chris Isaak 1 album, 11 nummers	 Christina Aguilera 2 albums, 42 nummers
 Coldplay 5 albums, 49 nummers	 The Commitments 1 album, 14 nummers		

Huidig onderdeel



ALAIN CLARK
LIVE IT OUT



Behavioral Virtual Goods

Relationships



Belonging



Success & Status



Self - Esteem



Decorative Virtual Goods

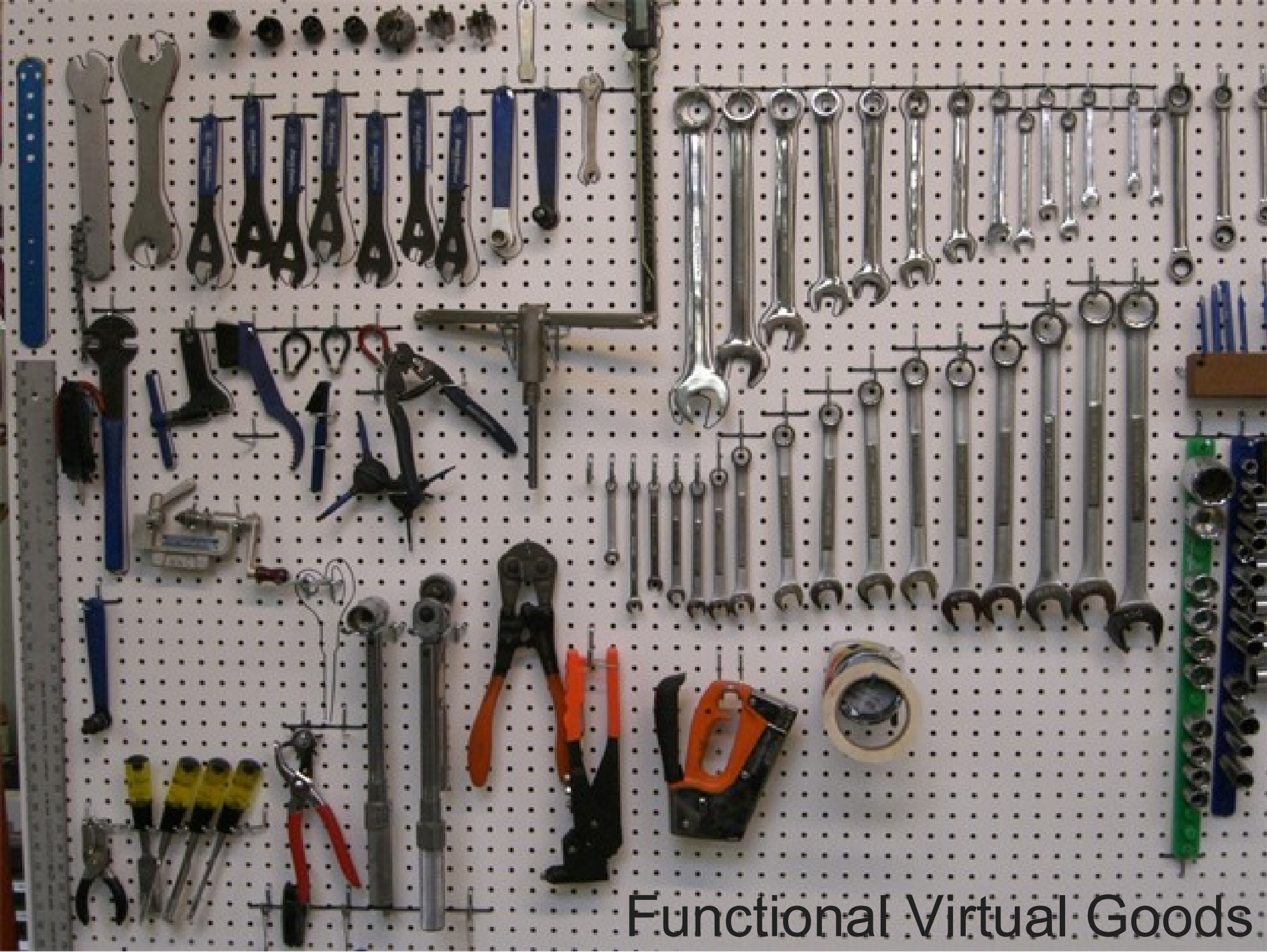


Self - Esteem



Creative Learning





Functional Virtual Goods

Success & Status



Value of Virtual Goods



Sources



Sinks



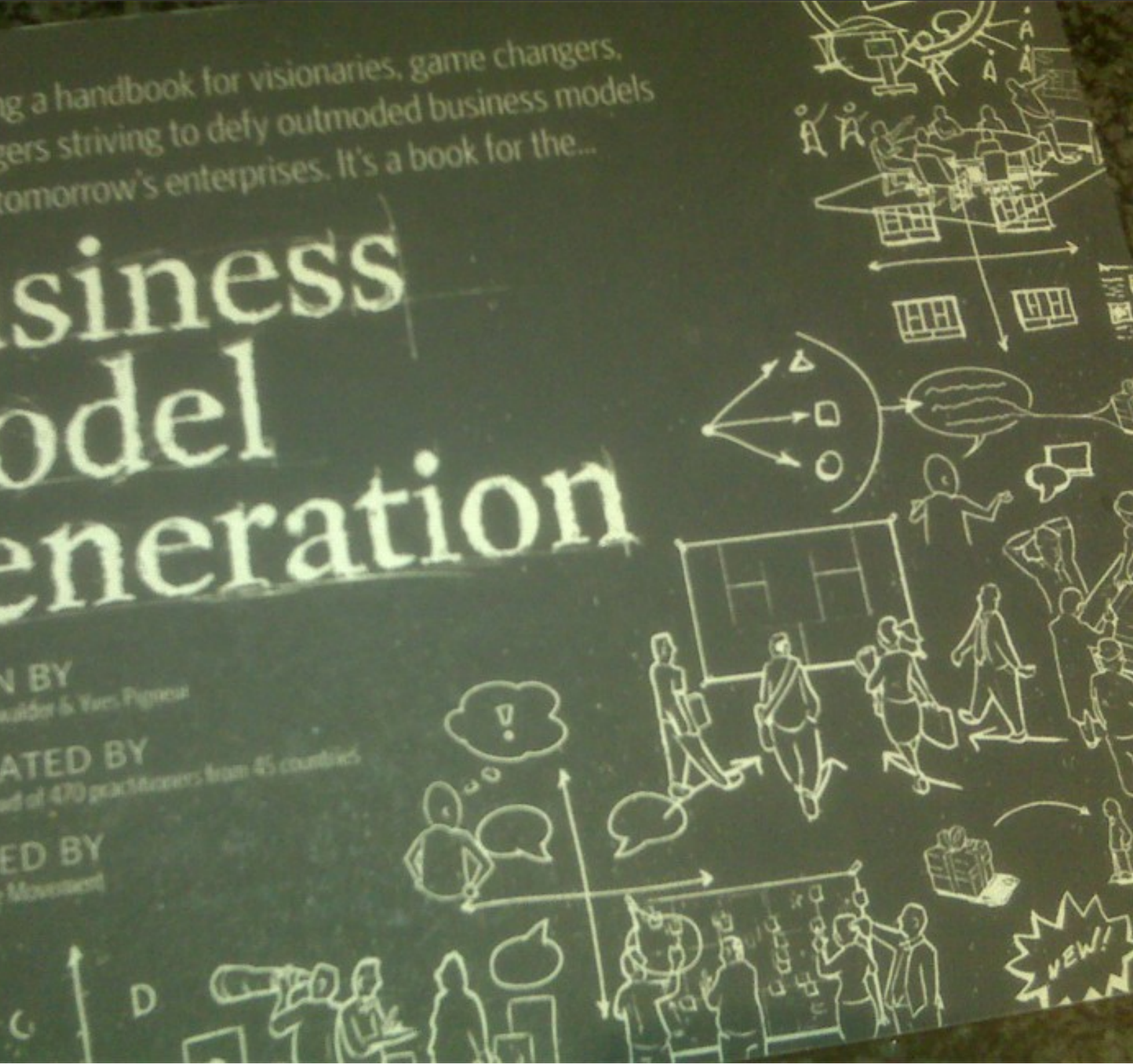
You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the...

Business Model Generation

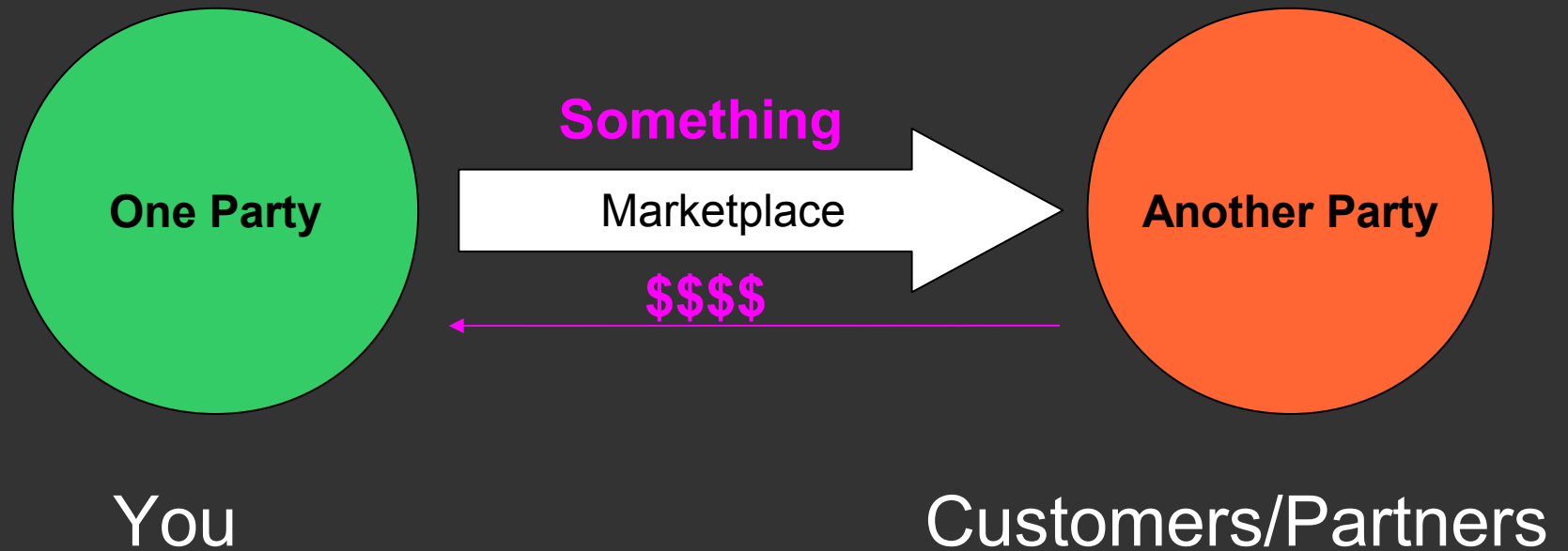
WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement



Primary Marketplaces



Upfront Fees



Subscriptions & Freemium





Get ready for the weekend with these excellent playlists, put together by our friends @sharemyplaylist. <http://>

Have an account?

Log in

Spotify

About Spotify

Get Spotify

Mobile

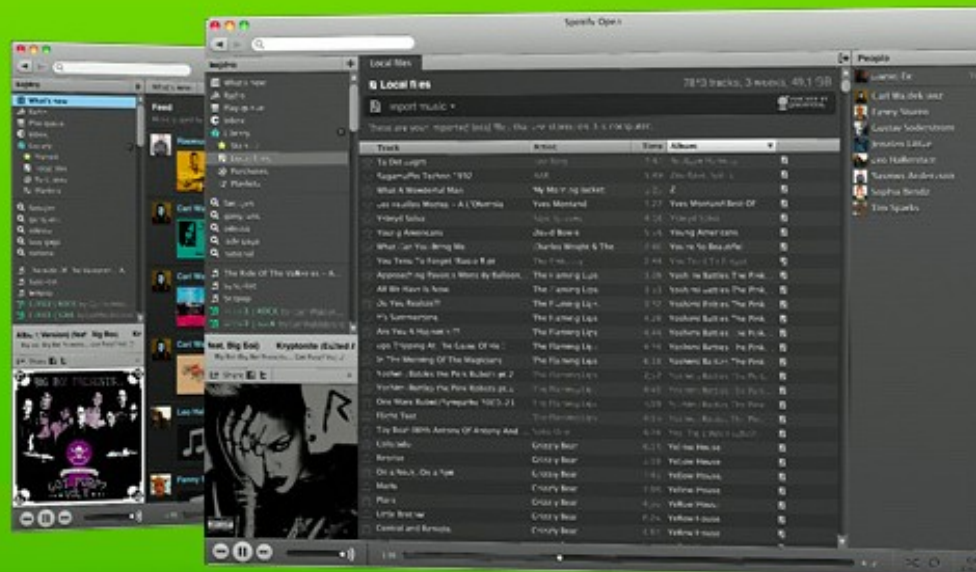
Help

Blog

Play music now

For free and instant access to over 10 million tracks, just download Spotify to your computer.

Try Spotify now »

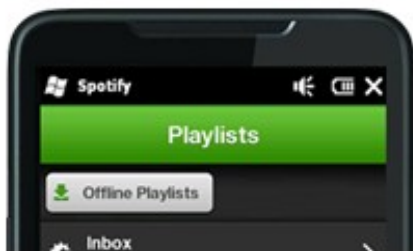


Play music now

Listen to music for free

Windows Phone is here!

Spotify Premium is now available for your Windows Phone.



Give the gift of music

Available as 1, 3, 6 and 12-month e-cards.



Spotify and Shazam

Discover with Shazam, play with Spotify.





Home



Subscriptions



Everywhere



Support



Store



Account



0:00 / 0:00



Sign In

Search Enter Song or Artist Name

GO

NOW PLAYING

ALL STATIONS

CREATE STATION

DEVICES

LIBRARY

Already have a Slacker account?

Email:

Password:

Sign In

[Forgot your Password?](#)

If you already have a Slacker account, please sign in now.

Need a Slacker account?

Create Account

If you don't have an account, please create one now. It's free and will let you access your custom stations from any PC.



Social Media Dashboard

[Sign up now »](#)

Spread Messages +

Update multiple networks in one step, including Twitter, Facebook, LinkedIn, Wordpress.com, and Ping.fm



Social on the Go +

Compose and converse on iPhone and Android mobile apps



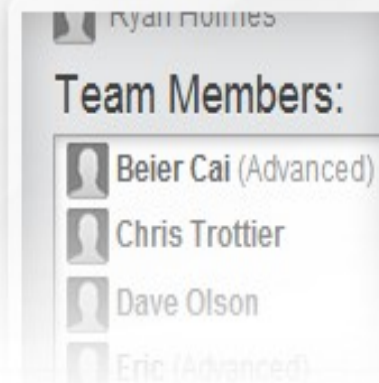
Track Results +

Review success in real-time with click-through statistics and easy report exporting



Team Collaboration +

Manage multiple contributors and share data and access without sharing passwords





Pay-As-You-Go

Expansion, Upgrades, Collectibles



GOLDEN
GATE
BRIDGE

This national
landmark
welcomes your
donations.

Thank You
for your support.

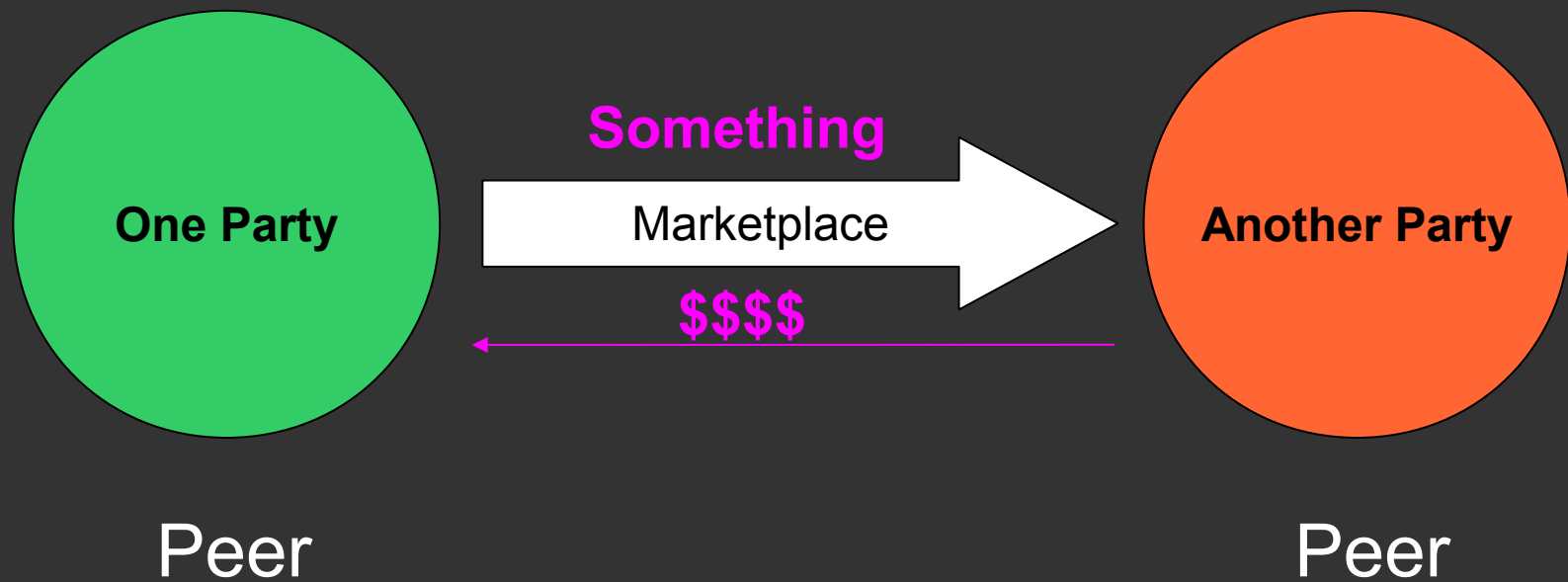


Donations

Access



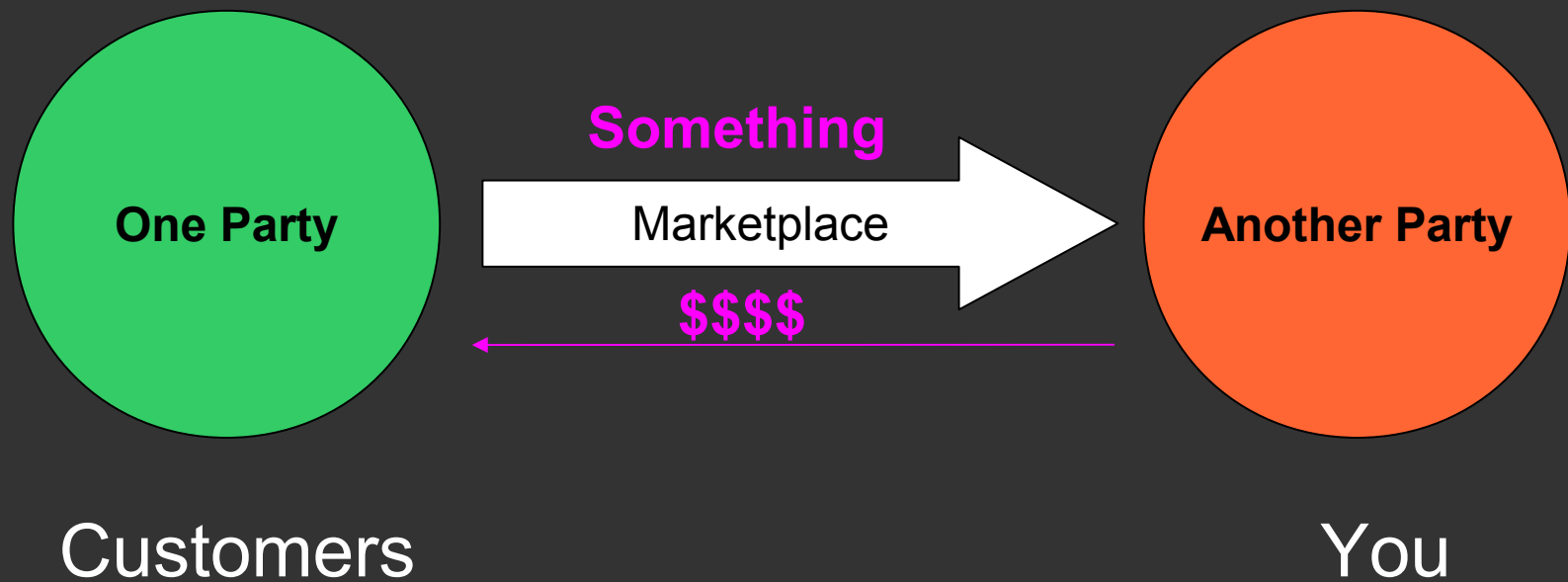
Secondary Marketplaces



Trading & Auctions



Tertiary Marketplaces



PERSON OF THE YEAR

You.

Yes, you
You control the Information Age.
Welcome to your world.

User
Generated
Content

Community Leaders



+ Add Coins & Cash



Pris's Farm (Click here to visit)

Pumpkin: 77% Grown

Kai's Farm (Click here to visit)

FUEL 0

Pris	Rating	WeiSiang	Tan	Qiao	Cheung
2	8	35	54	174	253

1) Select which package you want:

Farm Cash		Farm Coins	
Get Farm Cash to buy special items!		Need more coins? Buy some now!	
<input type="radio"/> 240	\$40.00	<input type="radio"/> 70,600	\$40.00
<input type="radio"/> 115	\$20.00	<input type="radio"/> 33,300	\$20.00
<input type="radio"/> 55	\$10.00	<input type="radio"/> 15,800	\$10.00
<input type="radio"/> 25	\$5.00	<input type="radio"/> 7,500	\$5.00

2) Select payment option: Payment terms

<p>Buy with Credit Card</p>	<p>Buy with PayPal</p>	<p>Secured by </p>
-----------------------------	------------------------	--------------------

Features



Goodbye Factory! Welcome Design byME!

To match our highly improved experience, it was time to freshen up our looks, and take on a new name... one that will represent better what we are and deliver.



Upgrading to LEGO Digital Designer 3

With improvements on every level, and new functions as grouping, hiding, LEGO Digital Designer makes you feel in charge like never before.



New Box Designer

With our new Box Designer, you will enjoy creating the ultimate home for your model. Decorate with our library graphics, and perfect your design using the tools.



A unique Building Guide

If you prefer handheld instructions; we will generate & include your own unique Building Guide... showing all the steps needed to make your model.



Better Performance

After optimized and clever programming, LDD 3.0 shows off muscle as well as stamina, handling bigger models with no hesitation.



New Missing Brick Replacement

We have listened to your requests, and are happy to offer a quick and easy way of replacing old, unavailable bricks.



DELIVERY INFORMATION

Order MY M&M'S® Custom Message or Color today, get delivery by **05/28/08**.
[Click here](#) for details.

[COMPLETE PRICE LIST - CLICK HERE](#)

MY ACCOUNT

Not a member?
[REGISTER HERE](#)

SEARCH

GO

There are no items in your cart.
[CLICK TO VIEW FULL CART](#)

Enter
Promotion
Code:

GO

HOME

HOLIDAYS

CELEBRATIONS

GIFTS

SHOP BY PRODUCT

GIFT CERTIFICATES

M&M'S® WORLD

CUSTOM
PRINTING

SAY IT
HERE

22COLORS



BUSINESS

ADD A
LOGO

NEW! MY DOVE™

Your Personal
Message on
Dove® Foils



GO

MY TEAM M&M'S®

GO



bassador
community
[Register Now](#)

susan g.
Komen
FOR THE
cure
[Click Here](#)

Custom Printed MY M&M'S®

Personalized M&M'S® Chocolate Candies on mymms.com. MY M&M'S® are a great way to customize your wedding favors, birthday party, or give as a creative gift. Personalize your candy with your choice of color and a personal message.

1 Personalize your candy

2 Select your packaging

3 Add to cart

Your message will appear on all colors equally



None

None

1st Choose your colors

Individual Colors

Color Blends



2nd Create your message

Personalize one side with up to 8 characters per line. The other side has the famous 'm'.

Message 1

Line 1

Line 2

Message 2 (optional)

Line 1

Line 2

Did you use a foreign language or abbreviation in your message?

3rd [Click Here](#) to select your packaging

PREVIEW

No Package
Chosen

Chosen Package

No description available

[Terms & conditions](#)

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[Do's & Don'ts](#)



WHOPPER SACRIFICE

YOU LIKE YOUR FRIENDS, BUT YOU LOVE THE WHOPPER®

What would you do for a free WHOPPER®? Now is the time to put your fair-weather web friendships to the test. Install WHOPPER® Sacrifice on your Facebook profile, and we'll reward you with a free flame-broiled WHOPPER® when you sacrifice 10 of your friends.



Install WHOPPER® SACRIFICE on
FACEBOOK

14280

FRIENDS HAVE BEEN SACRIFICED

ONE COUPON FOR A FREE WHOPPER® SANDWICH, PER PERSON, WHILE SUPPLIES LAST. COUPON OFFER AVAILABLE TO U.S. RESIDENTS IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA. COUPON VALID AT PARTICIPATING BURGER KING® RESTAURANTS ONLY.

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My Xbox



Games

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Support

Community

XBOX LIVE

MORE FUN WITH LIVE

JOIN FOR FREE ▶



- 1 CONNECT**
Xbox 360 to the Web
- 2 JOIN**
Xbox LIVE
- 3 CREATE**
your own Avatar

MORE HIT GAMES

New add-ons and free game demos.



MORE MOVIES

Instant-on 1080p HD entertainment

Requires Xbox Live Gold Membership



MORE FUN WITH FRIENDS

Connect with voice and text chat.



AND EVEN MORE!

Get what you want on Xbox LIVE.

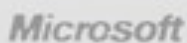
** Requires Xbox LIVE Gold Membership*



Already on Xbox LIVE? [GET MORE WITH GOLD!](#) ▶


* NetFlix not available in Canada

[Microsoft Game Studios](#) | [Xbox Forums](#) | [Developers](#)



how to earn credits

comment on a Care2 Cause article

earn 20 credits 

Add your voice to our articles about animal welfare, the environment, human rights and more!
up to 10 times a day

[leave a comment](#) 

[comment on a healthy & green living post](#) 

earn 20 credits 


[comment on a poll](#) 

earn 20 credits 

[comment on the news in C2NN](#) 

earn 20 credits 

[create a petition](#) 

earn 100 credits 


[receive a green star](#) 

earn 2 credits 


[receive a signature on a petition you created](#) 

earn 2 credits 


[search the web](#) 

earn 10 credits 

[sign a petition](#) 

earn 50 credits 


[take the daily action](#) 

earn 20 credits 

[visit Care2 every day](#) 

earn 1 credit 

all actions are subject to limitations



Join Care2 to begin earning
Butterfly Credits.

It's easy and free!

[my dashboard](#) 



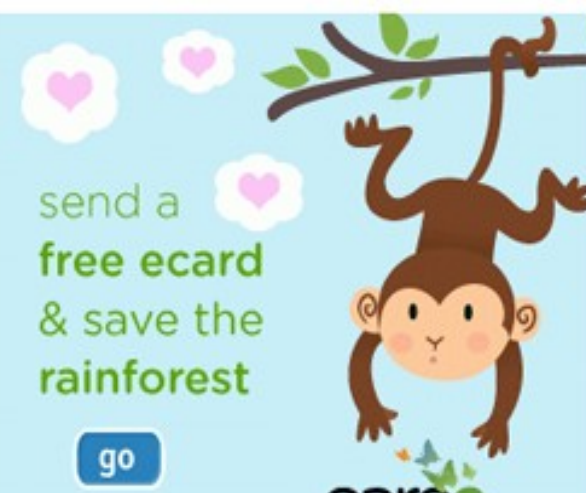
community impact

7,857 pounds of
carbon offset



community impact

4,444 days of
safe water
given



send a
free ecard
& save the
rainforest

[go](#)

Get paid for your work

Let your fans support you

Support creators

Give to the things you like



1

Add Flattr buttons to your content



2

Your fans click your buttons



3

At the end of the month you get money for each click

[Sign up now!](#)

[Learn more in our video](#)



" Flattr brings power back to creators and consumers, so everybody gets happy "
- **Mattias0114**

Things to Flattr

113 526

Flattrrs made

345 986

Flattr works well with

Google code

phpBB

Joomla!

Learn about our [APIs](#) and [integrating](#) Flattr with your website

" The company's goal is to make it easier for users to pay for content, and for content creators "

PCWorld



Eric Eldon if you had to choose one web service, which would it be?

goog

Posted

Give MG Siegler credit?

You are about to give MG Siegler +10 for his status.

Mg will be able to use these credits in the Gift Shop or towards giving his friends credits for sharing great posts. You will have 40 credits left to give.

Comment Preview:



Eric Eldon at 4:41pm April 3 +10
bam!

Confirm

Cancel



MG S

/-1UhGH

Posted 2 hours ago · Comment · Like



MG Siegler The DiggBar features sponsored links as well

<http://digg.com/u18Yc>

Posted 3 hours ago · Comment · Like



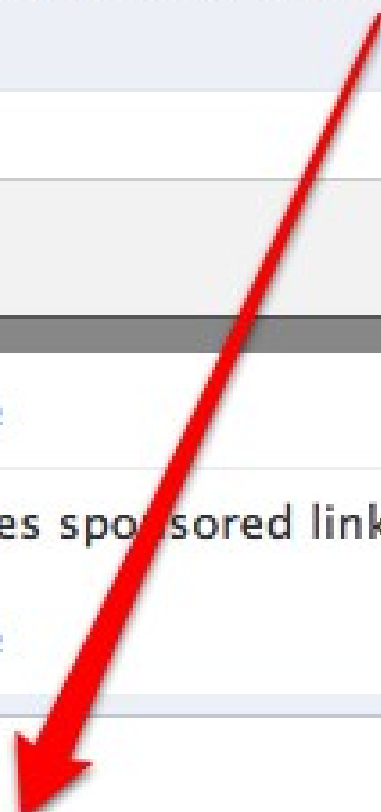
bam!

Comment



10

You have 50 credits



[IMVU Home](#) > Earn Credits

 [Catalog](#) [Search](#)


Complete a Partner Offer

Complete an offer from our partner's offer page and earn up to thousands of credits per offer. Offers are updated frequently, so please check back often if you don't immediately see something you like.

[View current offers](#)

1,000 Credits+ per Offer

Verify Your Email

You earn 500 Credits when you click on the link in the email we send you after registration!

[Resend email](#)

500 Credits

Refer People to IMVU

Invite friends and refer people!

[Invite and refer people](#)

Up to 1,500 Credits per referral

Become a Fan

Become a [Facebook](#) Fan!

500 Credits

Note: After you become a fan, click the link in the Fans Box to get 500 IMVU credits. Check your credit bonus [here](#)!

Play with your Pet

Earn at least 50 credits every time you play with your pet.

[Play with your pet](#)

At least 10 credits each time you play with your pet

Join Creator Program

Create Products!

[Join creator program](#)

Unlimited Credits



Way cooler instant messaging™

Extending Your Reach



Mobile



Challenges



Lack of Standards



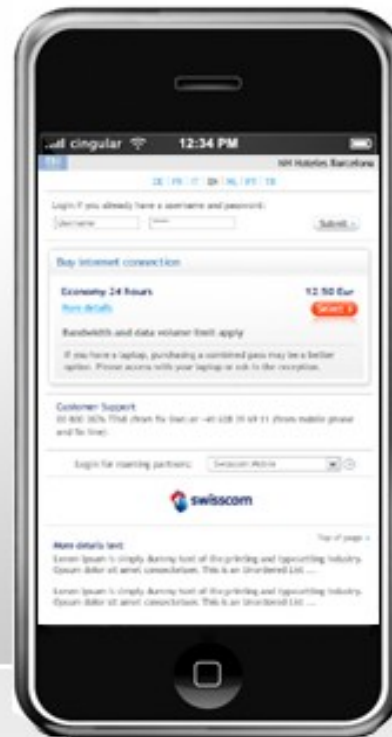


Gatekeepers

Discovery



User Experience Design



Mobile Content

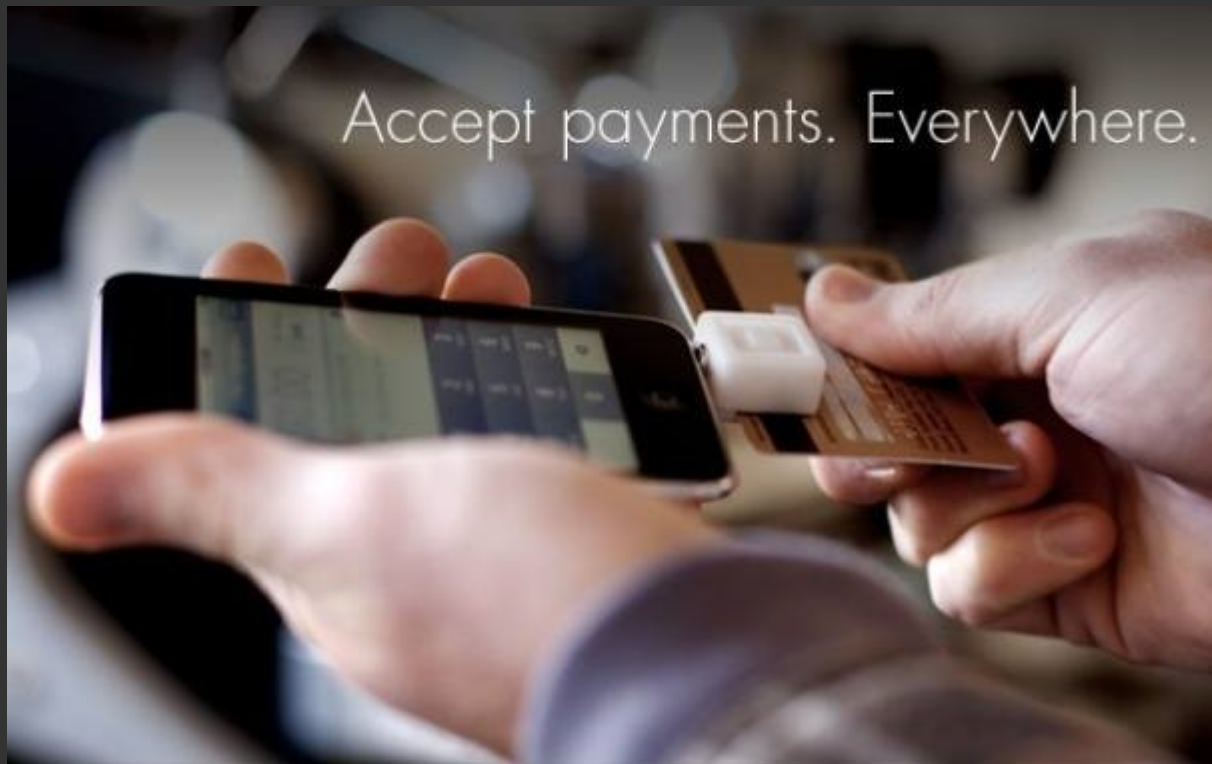


QR Codes



(Feel free to use your QR scanners to see what these do! ;-)

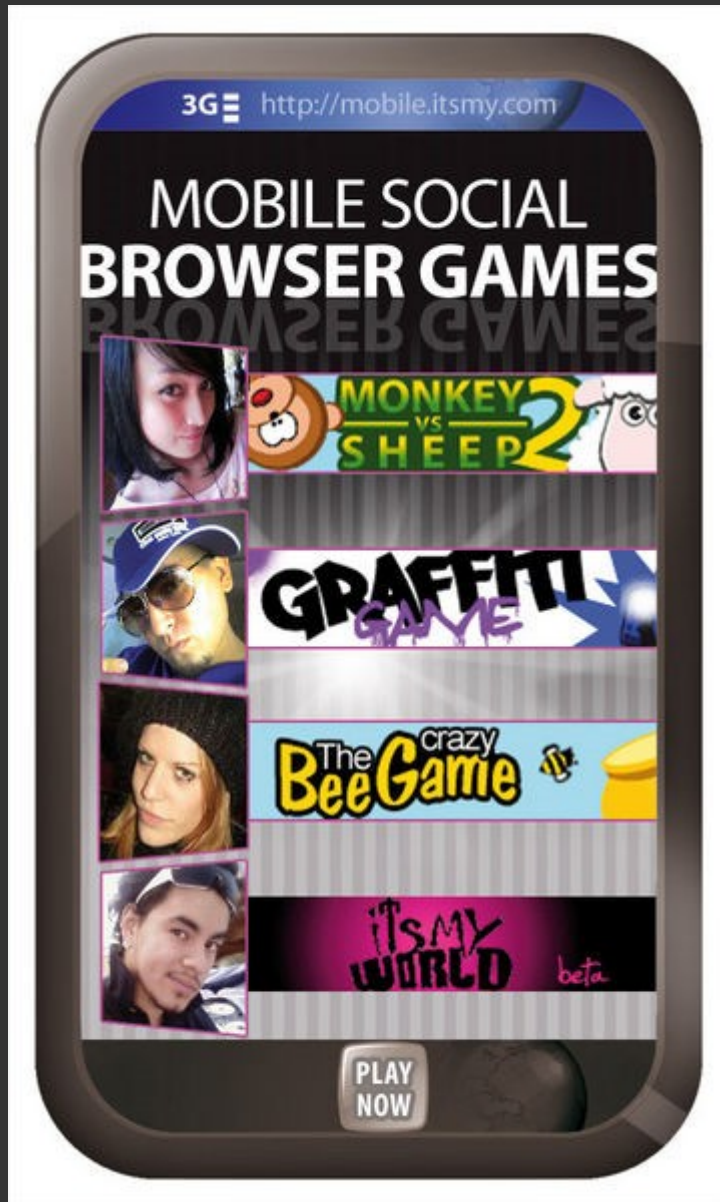
Mobile Payments



Mobile Social Networks



Mobile Social & LBS Games



UGC



Multiplatform Information

The screenshot shows the desktop version of the SPIN magazine website. At the top, there are several promotional banners, including one for Southern Comfort and another for The Polyphonic Spree. Below the banners is a navigation bar with the SPIN logo and links for HOME, MAGAZINE, REVIEWS, NEWS, PHOTOS, VIDEOS, LIVE, SUBSCRIBE, and SHOP. The main content area is divided into several sections: 'NEW ALBUMS REVIEWED!' featuring Paramore and Alice in Chains; '5 Reasons Against a Ramones Biopic' with a photo of the band; '21 Fall Albums That Matter Most' with a 'SPIN LIST'; 'Paramore Kick Off U.S. Tour' with a 'PHOTO GALLERY'; '30 Best Albums of 2009... So Far' with a 'SPIN LIST'; 'On the Scene: Los Angeles' with a 'PHOTO GALLERY'; and 'WATCH: Bruce Springsteen' with a 'VIDEO'. A 'BRAND NEW' banner is visible at the bottom right.



The screenshot shows the mobile version of the SPIN magazine website displayed on an iPhone. The layout is optimized for a smaller screen, with a simplified navigation bar at the top containing the SPIN logo and links for NEWS, REVIEWS, LIVE, and MAGAZINE. The main content area features a prominent article titled '5 Reasons Against a Ramones Biopic' with a photo of the band. Above the article is an AT&T 3G Network banner. Below the article, there is a small text snippet: 'SPIN's Charles Aaron responds to news that a feature film about the influential New York punks is in the works.'

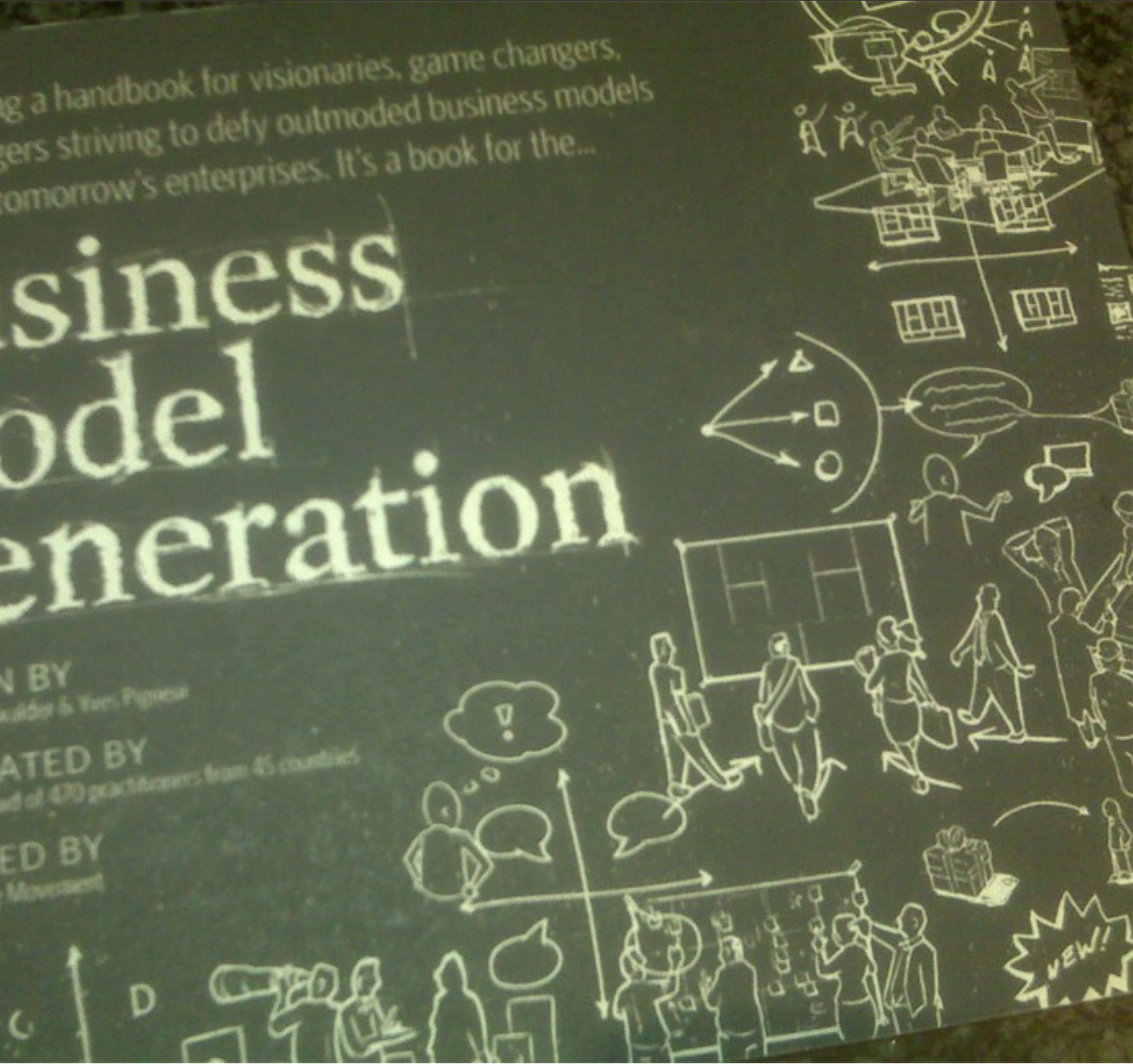
You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement





Webkinz™

Come in and Play!

Deluxe
MEMBERSHIP

LOG IN
NEW MEMBER


[Take a Tour](#)

[Webkinz Catalog](#)

[Store Locator](#)

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[Crafty Critterz](#)

[Trading Cards](#)

[Webkinz Newz](#)

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[Parent's Area](#)

[Help](#)

[Customer Service](#)

[Bulletinz](#)

[Webkinz Foundation](#)

[Memberships](#)

What is Webkinz?

Webkinz pets are lovable plush pets that each come with a unique Secret Code. With it, you enter Webkinz World where you care for your virtual pet, answer trivia, earn KinzCash, and play the best kids games on the net!

Bulletinz

****NEW**** [Join the Search for the Magical Retriever!](#)
[A Message from Ganz: On Account and Online Item Sales.](#)
[Problem with a pack of trading cards? Read this!](#)

Real and Online Events

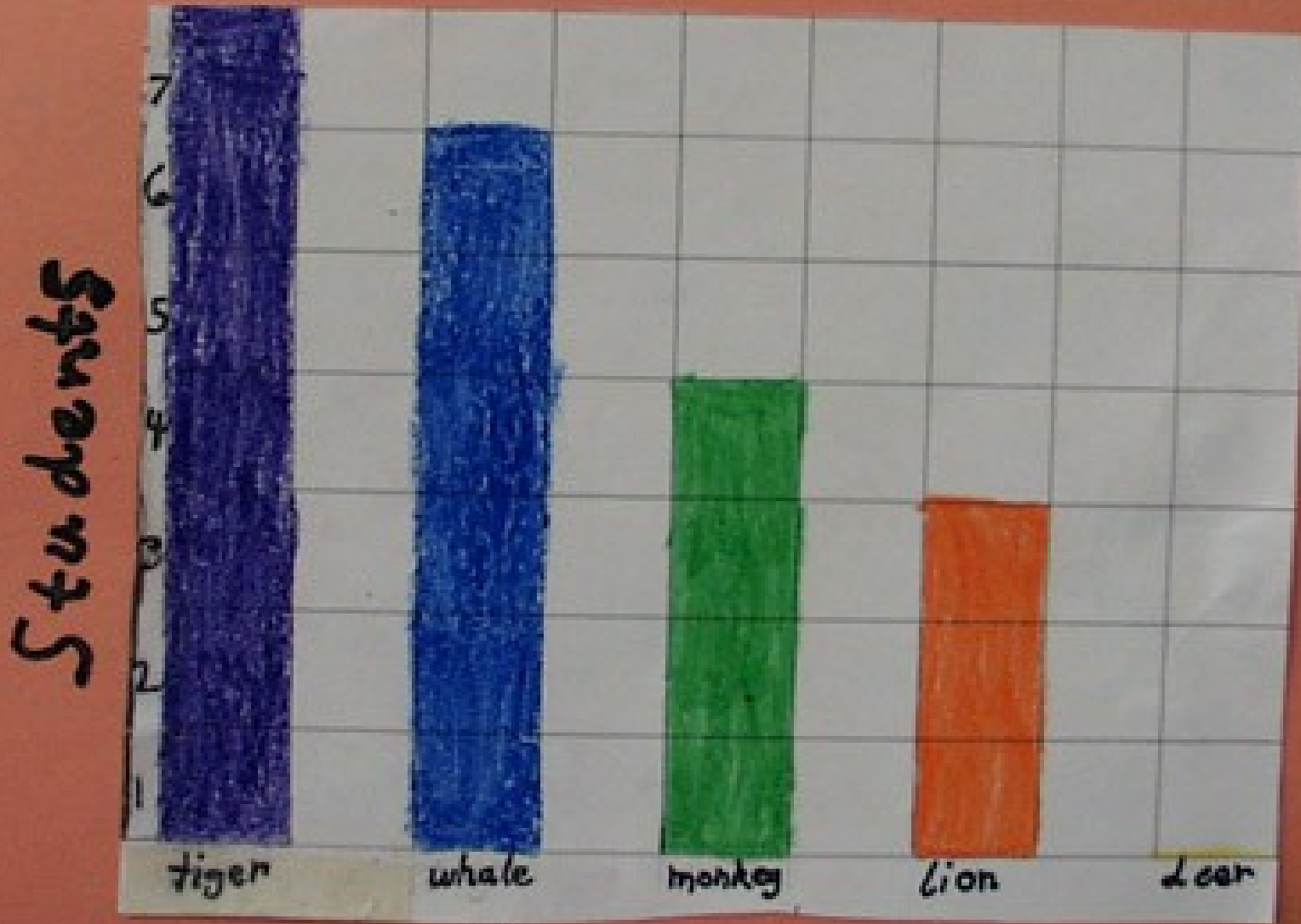


Loyalty Cards



Favorite Mammal

Nicole
AS
9/10/02



the
Mammals

Market Research

Access & Licensing

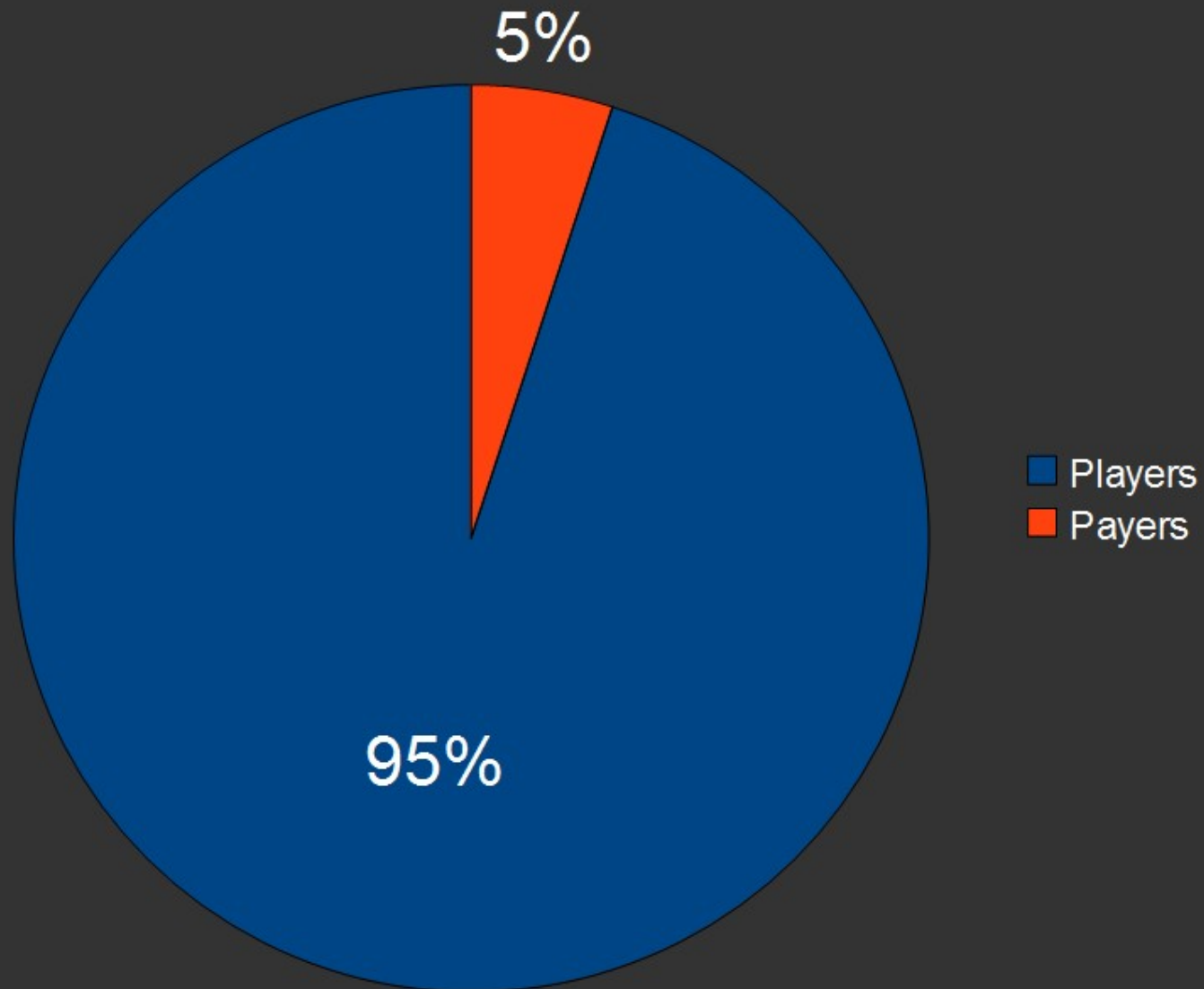
**OPEN
ACCESS!**



Money



95-5 Community Rule





Time

Scarcity



Comfort



Self - Esteem



Belonging



Relationships



Health & Wellbeing



Wealth



Success & Status



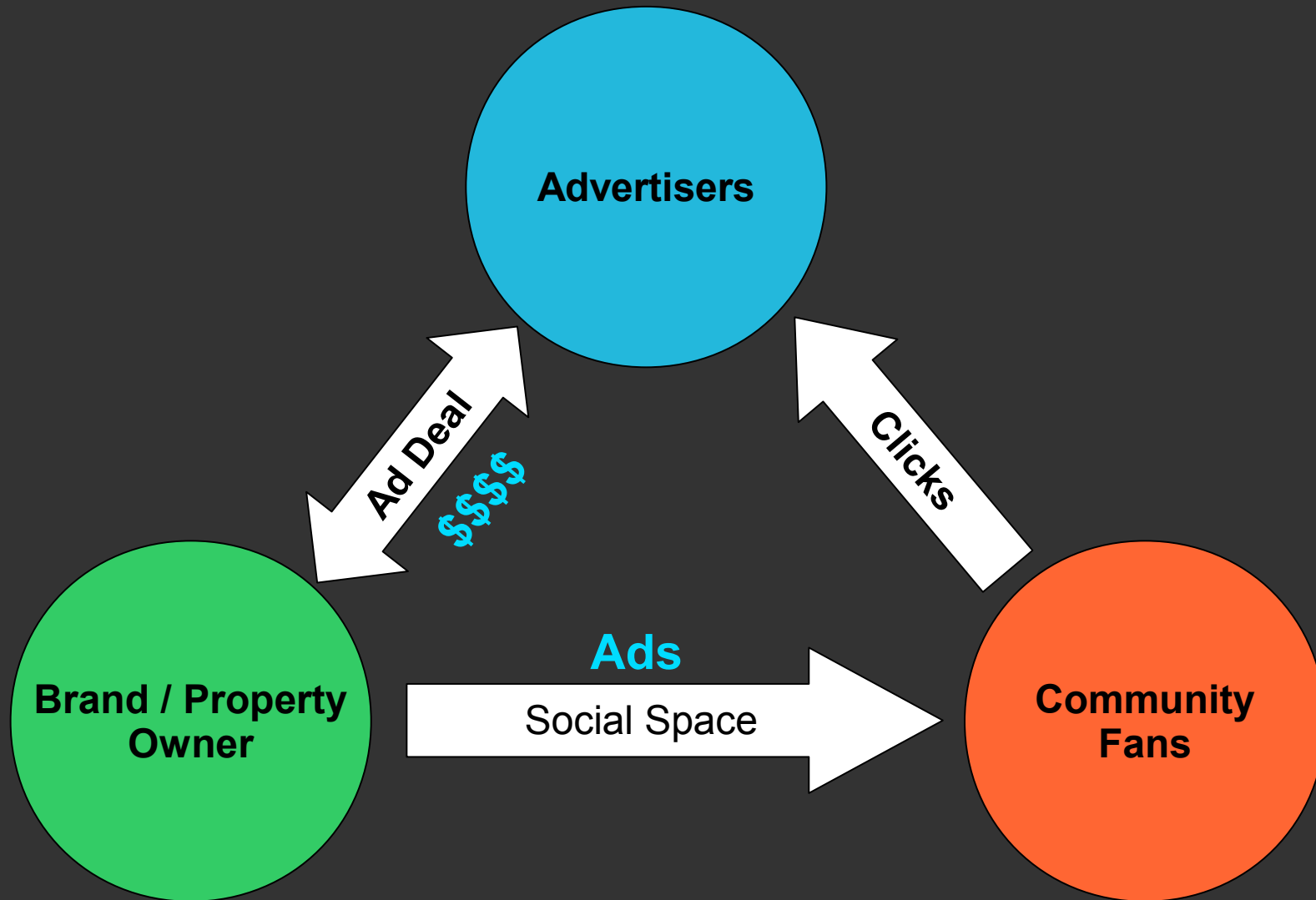
Entertainment



Creative Learning



Advertising Monetization Model



Transaction Monetization Model



Instructions



Questions to Ask

- Can the user:
 - Do something more quickly
 - Get something more quickly
 - Access something scarce
- Do we provide something sought-after to a select number of people?
- Would people still use us if we purposefully added occasional annoyances?
- Do we offer a a superior user experience?

Questions to Ask

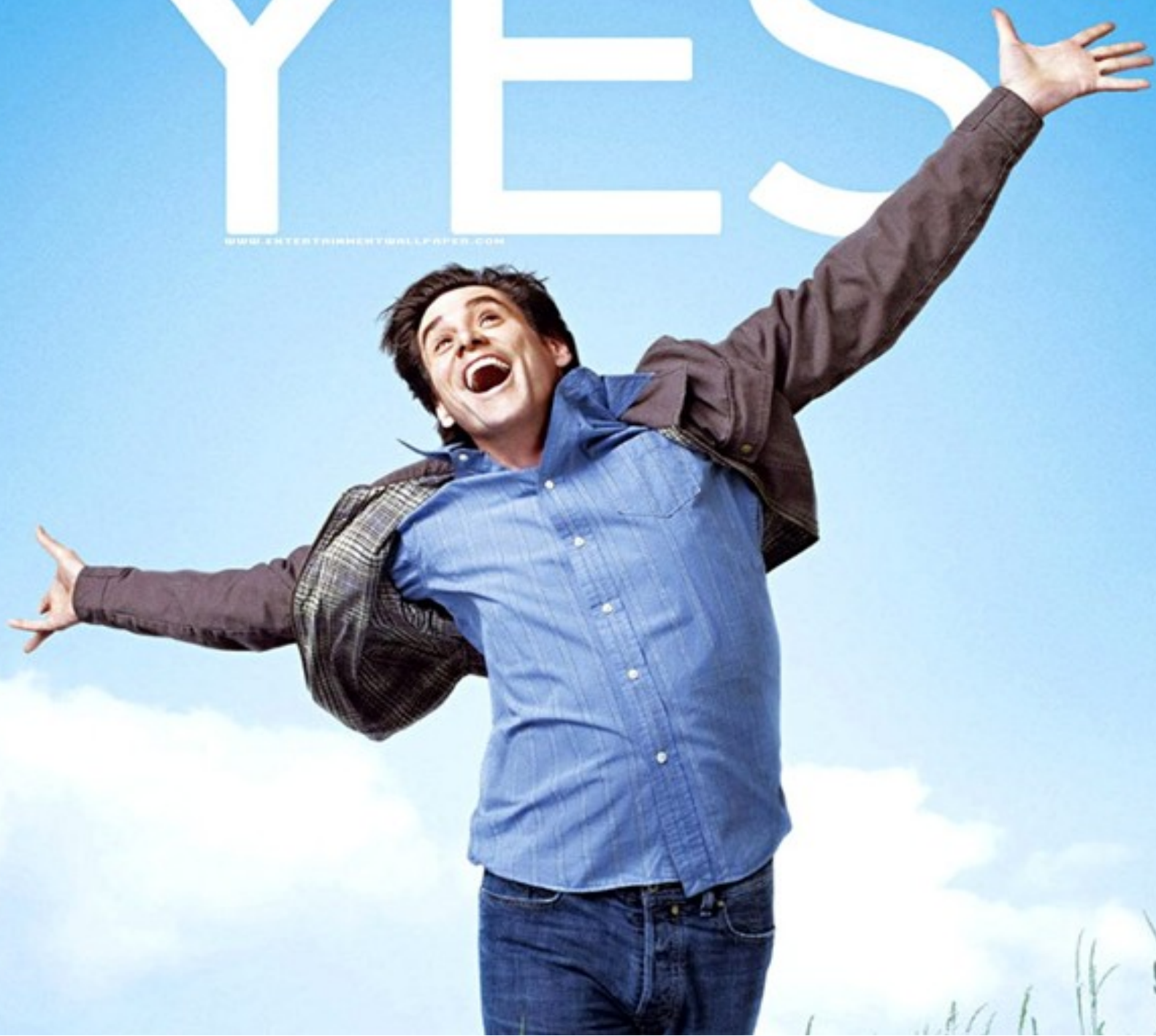
- Do we make the user feel better about themselves or their image?
- Can users form or retain meaningful relationships with others?
- Do we improve the health or physical safety of the user?
- Do we give the user the opportunity to make or save money?
- Do we improve users' career prospects?

Questions to Ask

- Do we provide a service that the user needs to perform their job? Or, perform their job better?
- Do we improve the perceived status of the user?
- Do we provide valuable entertainment for the user?
- Do we allow the user to experience something emotional?
- Do we allow the user to express their creativity?
- Do we provide the user with relevant knowledge or information?

YES

WWW.ENTERTAINMENTWALLPAPER.COM





**SHOW
ME THE
MONEY!**

Thank You!



@RochelleGrayson
rochelle@rochelle.ca
(604) 612-9850