

# CREATING-VALUE



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**SMITH-TRG**

# SMITH-TRG

A global business performance and  
value creation advisory firm.

At **SMITH-TRG**...  
we specialize in helping  
companies capitalize on  
digital-media, reduce  
costs and create greater  
business value.



OUR *digital-media* PRACTICE

# *WE have advised. . .*

Wireless carrier, IT, consumer product, media & entertainment, hospitality, automotive, retail, advertising, and marketing companies on digital-media

# PLUS 4 *consumer electronics innovation leaders on . . .*



- Strategy
- Product portfolio(s) & pipeline
- High-impact & high-value B2B deals and M&A

*and...*



- Retail chain transformation & global expansion
- Emerging smartphone & multi-touch screen markets
- New wireless application platforms & related services

# WE *also* . . .



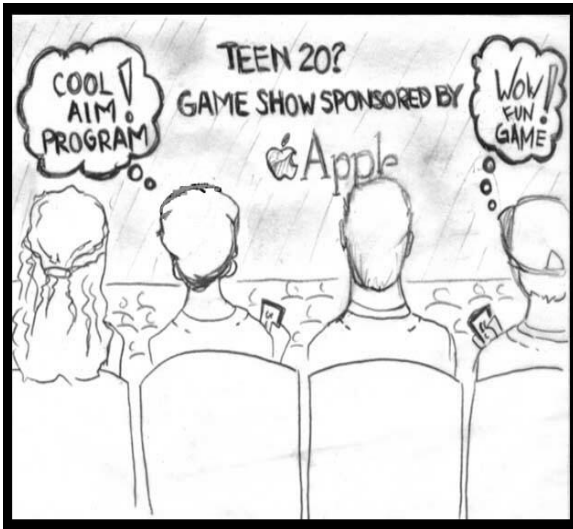
Assisted mall operators and retail chains ROI optimize place based 'Digital Out-of-Home' networks

Authored book, AD-MIRED, *'Media's Power to Create Business Value'*, 2006



Advised Seoul Korea on  
'Digital-Media City' (*DMC*),  
multi-billion dollar city of  
the future/exists today

*and...*



Founded Audient Media (AIM2) a audience interactive mobile-marketing, 'Advertainment' content, and wireless advertising venture

Founded Saint CRISPIN a global video-messaging, (*precursor to 'video-mail'*) venture, sold to F-500

A blue-tinted photograph of two hands holding two interlocking puzzle pieces. The hands are in silhouette against the blue background. The puzzle pieces are positioned to form a larger shape, with the text 'VALUE CREATED' overlaid in the center. The text is in a bold, white, sans-serif font, with 'VALUE' on the top line and 'CREATED' on the bottom line.

# VALUE CREATED

# VALUE *impact...*

- Enabled organizations to amass \$17 billion in net new revenues
- Provided 'High-Impact' B2B deal capture strategy – results \$275M in non-forecasted revenues

## *plus . . .*

- Increased retail chains revenue per Sq. Ft. 400% - based on X-Otica a SMITH-TRG digital-media enabled retail store of the future.
- Delivered 34:1 average short-term payback on engagements

# WHAT *we believe...*

“To create greater business value – One does not have to be first to create, just first to innovatively perfect what has been created.”

- Richard D. Smith, SMITH-TRG

# WHAT *clients' say...*

***"Everyone talks about business  
performance problems . . .  
But, few talk solutions.  
And . . . SMITH-TRG does!"***

Includes, 4 of 'Business Week's  
25 most innovative companies'



**VALUE** *opportunities  
large & small . . .*



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# Apple

Value strategy

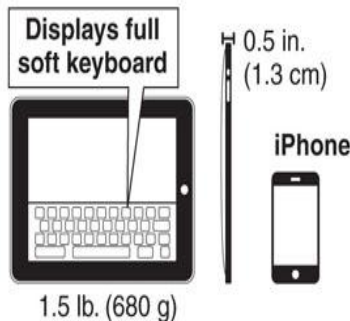
*“Apple extracts more and more of the value, while carriers get more and more of the costs.”*

- Craig Moffett, Senior Analyst  
Berstein Research



## The big reveal

Apple's iPad is larger in size but similar in design to the iPhone.



LED-backlit screen; works as portrait and landscape

### Take your pick

- Two versions available; Wi-Fi only and 3G and Wi-Fi

	Wi-Fi	3G, Wi-Fi
<b>Available</b>	March	April
<b>16 GB</b>	\$499	\$629
<b>32 GB</b>	\$599	\$729
<b>64 GB</b>	\$699	\$829

NOTE: 3G models come with pre-paid data plans

### Familiar territory

- Syncs via USB to Mac or PC, just like iPod or iPhone
- Can run nearly every app from Apple's App Store

Keyboard dock will be available



Touch-screen navigation

Source: Apple

Graphic: Melina Yingling

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# Apple's exclusive AT&T carrier deal expires in 2012.



# Apps market for iPhone, iPad, Android, etc. . .



**2**  
**Thanks a billion.**  
Over 1 billion downloads in just nine months.  
Only on the App Store.

**Downloads!**



# In-Cinema

*'Big-Screen' real-time  
interactive advertising!*

Doable? Yes!

Exist today? No!

There are 38,600 movie theatre  
screens in the U.S.. In 2009,  
1.4 billion patron admissions.



# Digital Signage, Out-of-Home Ad Networks

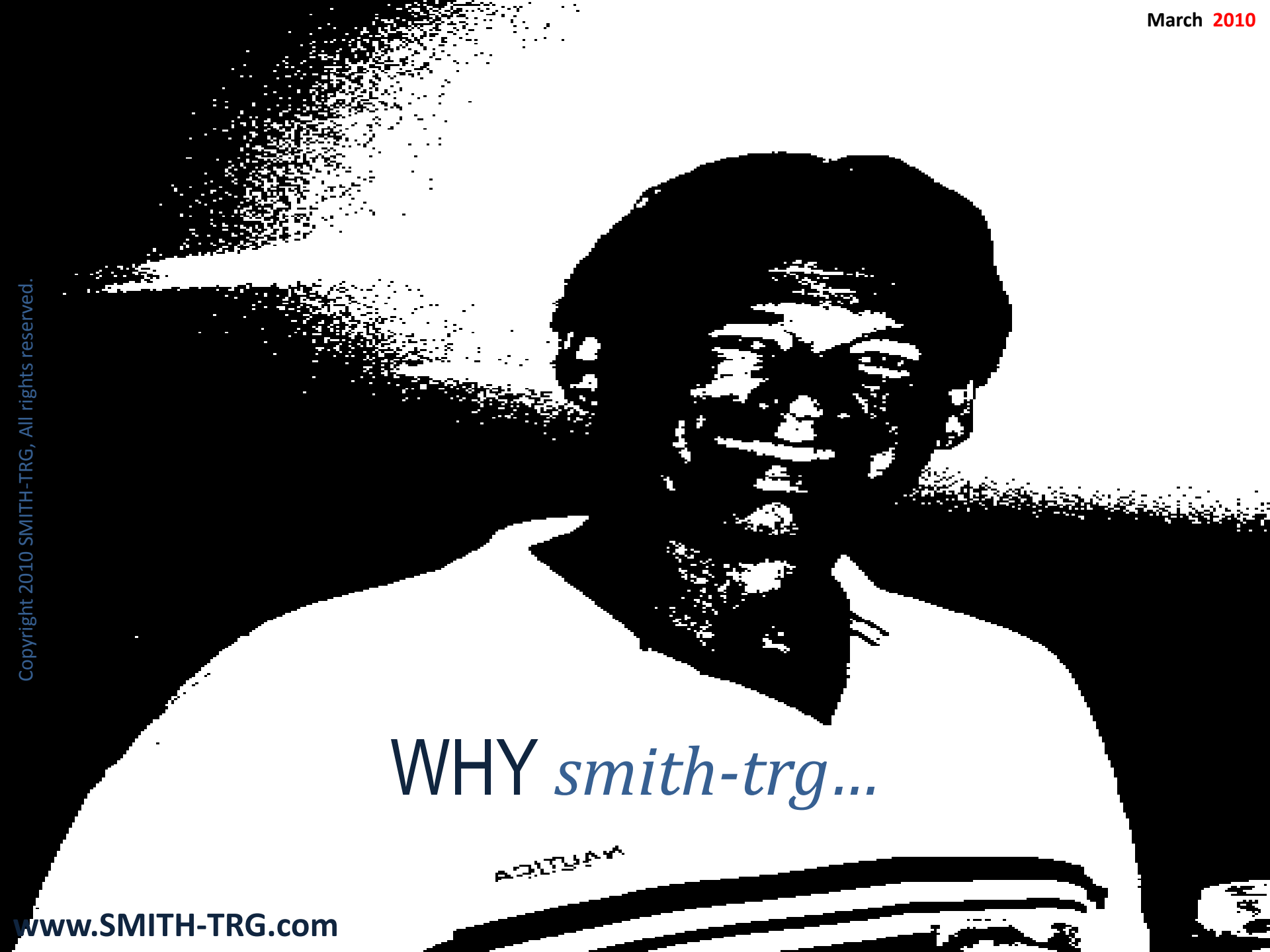
*Multi-Touch Wall Screens  
the next generation of  
place-based signage.*



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WHY *smith-trg...*

[www.SMITH-TRG.com](http://www.SMITH-TRG.com)



# OUR *expertise...*

Our consulting, IT/telecom & digital-media roots uniquely enable us to assist enterprises across industries, sectors, segments, and lines-of-business develop and execute business value creation strategies.

# WE *assist...*

- **CEO's to create business value**
- **CXO Stakeholders to solve business performance problems**
- **Innovators to develop more successful 'customer-centric' propositions**
- **Business Developers to maximize return on their investment**

# OUR *value view...*

"Achieving consistently superior value growth is the single accomplishment that most clearly distinguishes great companies from all others. It is the hallmark of exceptional leaders. In our experience, a focus on value is our key to helping clients' achieve superior performance, and it therefore forms the basis of everything we do".

-Richard D. Smith, SMITH-TRG

YOUR *key to greater value...*



CONTACT *smith-trg...*

# THANK YOU!



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