

iPopped™
Digital-Media

Enabling . . .

value creation

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

iPoppedTM

Digital-Media

The global digital-media consulting and
venture development arm of SMITH-TRG

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

We're About: letting your
vision take shape!

Enabling creativity and facilitating the possibilities.

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

We're About: putting you

in the value creator's seat

Enabling client visions to become reality and
their ideas to achieve '*business value*' results.

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

WHO we serve . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

Anyone,

Small to Large,

U.S. or foreign, in and/or around digital-media
eco-system markets!

From content creation to distribution to end-user groups.

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

Eco-System

media value-chain players

- Content creators
- Media companies
- Aggregators (network)
- Aggregators (broadcast)
- Back-office Apps
- Network service providers
- Carriers (domestic/global)
- Infrastructure (IT/services)
- Portals (music/video/books)
- Gadgets (electronic)
- Devices (hardware)
- Devices (software)
- Apps providers
- End-user (business)

WHAT we've done . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

The bi-product of
our work can be
found **behind the
world's coolest . . .**

smartphones, tablets,
networks, commercial
buildings, and retail
outlets!

Predicted & Evangelized

iPopped™ *the paradigm shift* –

led/driven by Apple's Steve Jobs as change agent with iPhone (Smartphones) and iPad (tablets) as catalysts for digital-media & enterprise transformation.

WHAT clients' say . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

“you don’t need
a digital media
‘WINGMAN’ . . .

when
you’ve got
SMITH-TRG!”

- COO, Consumer Electronics Co.

"SMITH-TRG is the only one
who accurately predicted
Verizon iPhone availability.
Talk about market insight!"
- Managing Principal, Private Equity Fund

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

- CEO, Telecom Co.

"SMITH-TRG assisted us with retail vision, strategy, transformation and global expansion plans. Truly value focused digital-media visionaries and thought leaders."

- CEO, Consumer Electronics Co.

"SMITH-TRG's digital-media insights and execution support enabled us to improve operations -- marketing, sales, tenant services, and consumer experience -- **which increased our bottom line . . . seven months ahead of plan. That's value delivered!**"

- CEO, Retail Mega-Mall Co.

"After two years, hundreds of
of thousands of dollars, trying
to secure multi-million dollar
contracts with FORTUNE
500 Co.'s **we turned to**
SMITH-TRG."

- CMO, High-Tech Products Co.

"SMITH-TRG served as *'trusted business-advisors'* to me and my senior management team.

Amazing experience!"

- CEO, Digital-Media Products Co.

WHAT we offer . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

More Value.

Same Source.

Across media. Across technologies. Across continents.

Business performance improvement & value creation services.

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

WHAT we believe . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

"Vision is the art of
seeing the invisible."

“The greatest value creation opportunity will fall to those who give the end-user consumer what they want...really, really want. **And that is: an integrated, easy to use, video media experience, anytime, anywhere, and on any platform.**”

- Richard D. Smith, SMITH-TRG, CEO
Author, AD-MIRED, 2006 book

"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

Media sector leaders, across lines-of-business and regardless of size, are known for being many things. Patient is not one of them.

Consequently, they want someone with vision who -- understands creating strategic business value, they desire 'trusted-business advice' and cost effective competitive advantage solutions, and they want and desire them today!

With over two decades of business performance and value creation consulting, digital-media, global IT/telecommunications, and wireless industry experience --

SMITH-TRG excels, not just at developing executable strategies specifically for the client, but developing them quickly.

THINK about this . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

can you change the game?

Avoid chaos and disruption...

go for effective and intelligent change.

do you value
fresh insights?

Strategies to seize today's most attractive . . .
market and value growth opportunities.

TELL us . . .

Vision. Insight. Innovation. Strategy. Solution. Value Creation.

SMITH-TRG

how can we help
change your game?.

put our work . . .
behind yours?

questions or comments. . .
RDSmith@SMITH-TRG.com