

AWARD WINNING FULL SERVICE MOBILE DIGITAL AGENCY



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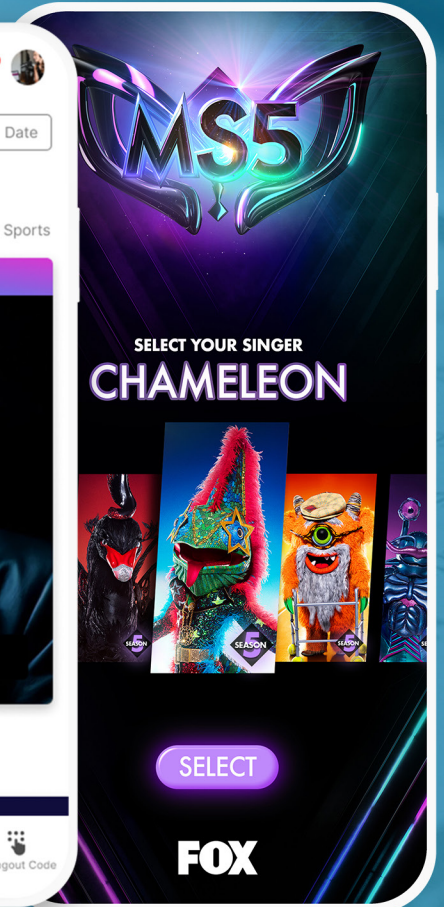
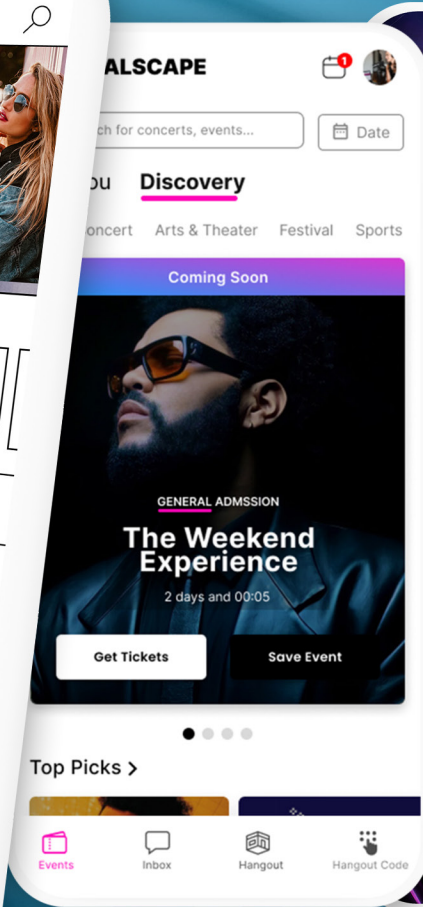
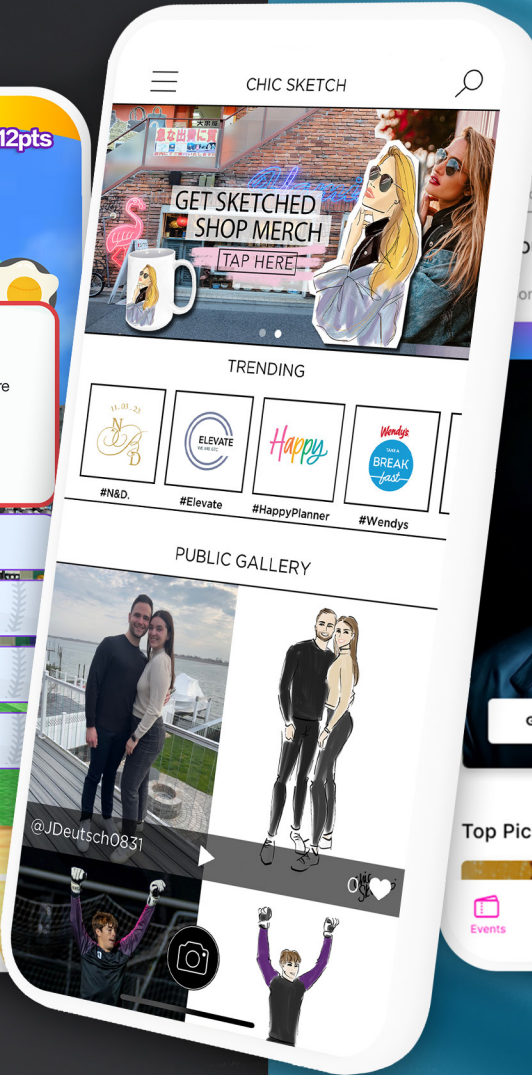
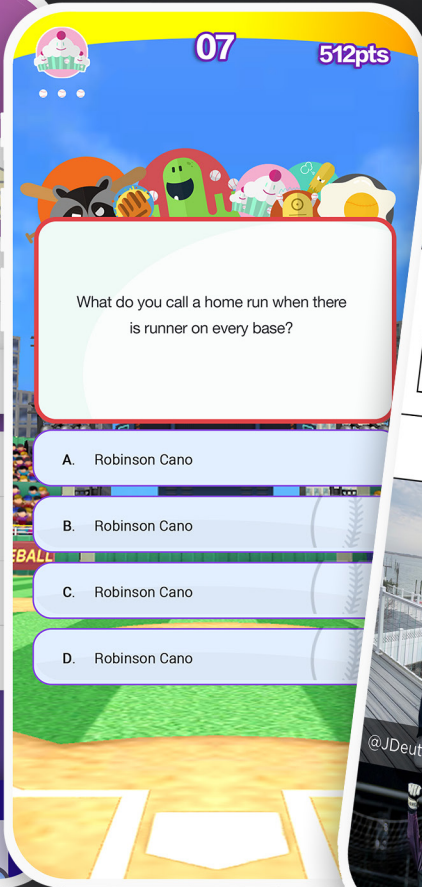
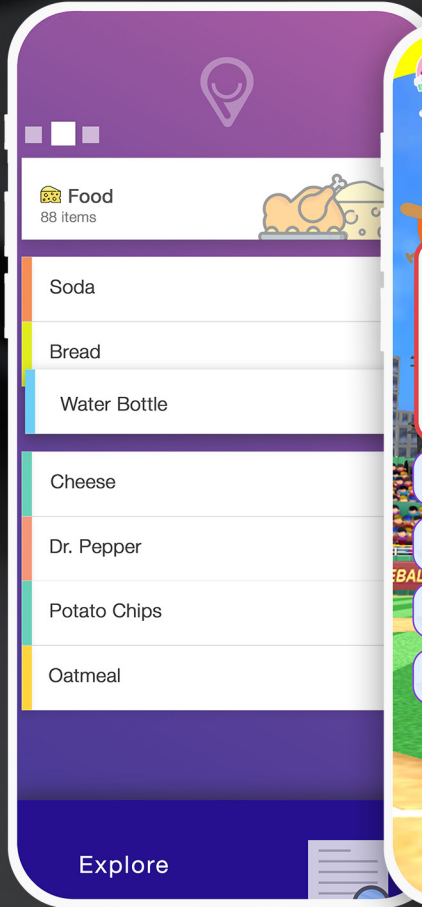
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Main Office: 535 Fifth Ave 4th Floor, New York, NY 10017

Designed by Appetizer Mobile in NYC.

# THE LEADER IN MOBILE DEVELOPMENT



# PASSION CREATIVITY VISION

A MULTI-FACETED MOBILE APPLICATION, WEBSITE DEVELOPMENT, MARKETING AND CONSULTING AGENCY.

**Appetizer Mobile**® is a digital agency specializing in Mobile and Web solutions for consumers and businesses. Appetizer Mobile provides services for clients to generate new revenue channels and maximize their ROI. We're experts at strategizing and executing mobile marketing campaigns.

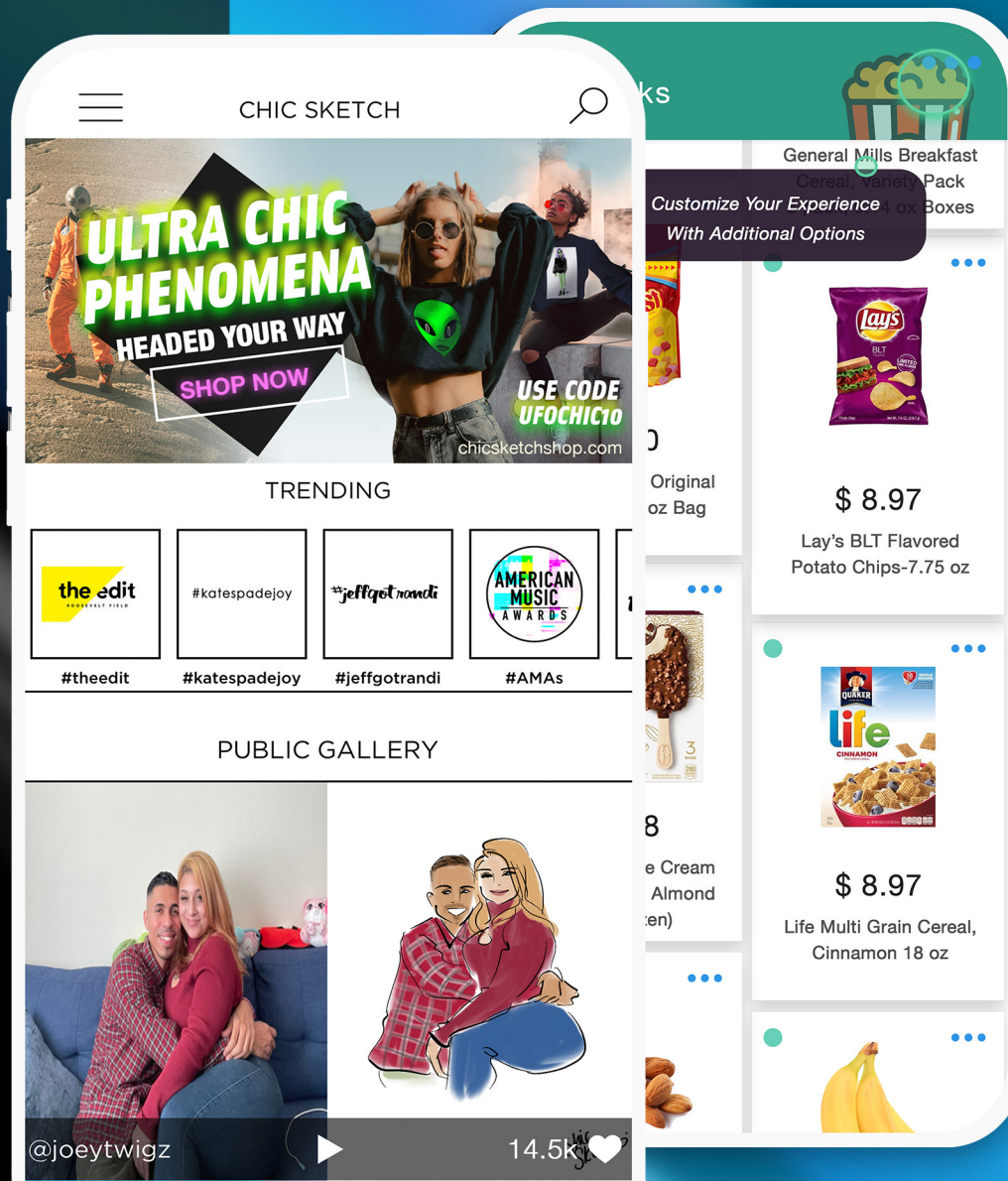
The Appetizer Mobile experience is comprehensive and offers the best in customer service. Our sought-after team of dedicated, creative professionals are experts at creating brand identity in the mobile space.



## WORLDWIDE RECOGNIZED APPLICATIONS:

Intro to Letters and Intro to Numbers apps featured in two National Apple iPad TV Commercials, "iPad is Electric" and "We Believe".

Chic Sketch app named "One of today's most interesting fashion apps" by Vogue España.



iOS

ANDROID

UNITY ENGINE

WINDOWS

WORDPRESS

HTML5

XAMARIN

FLUTTER

## FULL SERVICE

We are experts in individualizing each project to suit our clients needs by crafting a clear and solid brand identity, insuring the app will stand out in a highly competitive mobile space. Understanding end user preferences, behaviors, and incorporating the latest mobile technologies as well as identifying new revenue channels to maximize ROI, is our mission. The Appetizer Mobile experience is comprehensive and complete offering the best in customer service and support.

### MOBILE IDEATION, STRATEGY AND CONSULTING

We offer consultation services to help our clients with concept ideation, strategy and business model development. By working with our clients to understand their goals and objectives for their projects, we're able to set performance milestones and build applications yielding high returns. Positioning our clients for success is our highest priority.

### MOBILE APPLICATION AND GAME DEVELOPMENT (CROSS-PLATFORM)

Appetizer Mobile's team of highly qualified app architects and creative designers (UX, UI, 2D, 3D, Animation), programmers, sound engineers and project managers will work with our clients to ensure the highest production

value and efficiency in mobile application development. We are able to meet all of our client's deadlines even under "rush" scenarios. We support all of the latest mobile platforms including iOS, Android, Unity 2D/3D, HTML5 and Xamarin. We provide full game development services with singleplayer and multiplayer support. Additionally, we will oversee the application submission and review process for each individual app store.

### WEBSITE DEVELOPMENT WITH MOBILE PLATFORM INTEGRATION

Development of simple landing pages to complex custom CMS (Content Management Systems) are all services we provide in house. All of our websites are designed to be 100% compatible with the latest mobile web browsers and are built to integrate seamlessly with our custom mobile application development. We setup and install websites onto suggested IT solutions.

### SOCIAL MEDIA OPTIMIZATION & SOCIAL NETWORK MARKETING

Our team of social media specialists will build a custom social network marketing strategy for your application. We'll assess current market conditions and conversations happening around your project's industry. Then we'll focus our efforts on creating buzz and starting meaningful conversations leading back to your application. We'll provide optimization and design services for the leading social networks including Twitter, Facebook, LinkedIn, Instagram and more.

## SEARCH ENGINE OPTIMIZATION (SEO)

Our team of search engine specialists will increase the visibility of your website by ensuring maximal link-through, click-through, tagging, key words and cross links to get your brand and webpage the greatest amount of views, accompanied by analytic reports of our efforts and progress.

## MOBILE MARKETING & MEDIA STRATEGIES

Our clients will benefit from our vast knowledge of mobile application development, mobile marketing strategies and virtual media buying/campaigns. Appetizer Mobile's services include working to match client projects with major brands, pro-athletes and celebrities for sponsorship and endorsement opportunities.

## APP HOSTING AND MAINTENANCE

We will work with our clients after the initial development and implementation phase to host web and app backends on scalable solutions. Our team will setup the backend infrastructure hosting for the app and/or website and provide maintenance to keep everything running smoothly.

## FROM IDEA TO APP

We provide a smooth transition from an idea to a fully developed interactive mobile application providing immediate ROI's to our clients.

## PROCESS:

From a vague concept to a cohesive plan, we help throughout the entire ideation process. We then assist with focusing the concept and creating a development plan.

Our team of designers and developers work to bring clients ideas to life. Our clients are intimately involved throughout the development process and are provided with real-time builds of their application.

Appetizer Mobile will then spearhead the App Store submission and approval process. After the application is launched, we offer marketing services to grow the apps' presence in the mobile space.

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Partnered with New York Yankees Manager, Joe Girardi, to develop the PORTALBALL<sup>®</sup> app, the world's first augmented reality sci-fi baseball game



### SPEED

Appetizer Mobile understands the dynamically changing competitive market, and is prepared to meet aggressive timelines.

### PRIVACY

Our client's privacy and intellectual property are treated with the highest level of confidentiality. All discussions and deals are kept private by a Mutual Non-Disclosure Agreement during engagement.

### TEAMWORK

Appetizer Mobile's team is dedicated, and available to you 24/7 via phone, e-mail, or web chat. Additionally we offer clients access to our project management software for a more efficient collaboration.

### CONFIDENCE

Appetizer Mobile has built hundreds of apps that have been downloaded several million times. Many of our clients have returned for multiple projects and continually recommend us to their associates.

### WORK WITH US

Let Appetizer Mobile show you how a dedicated, forward-thinking team can bring your concept from inception to reality.

## SOFTWARE DEVELOPMENT LIFE CYCLE FLOW CHART



We are happy to connect you to current clients and you will see why Appetizer Mobile has earned the solid reputation it has today.

# WE KNOW HOW TO GET YOUR APPS NOTICED

LET US CREATE A CUSTOM MARKETING STRATEGY FOR YOUR APP TO STAND OUT AND MAXIMIZE ROI

Appetizer Mobile specializes in highly integrated digital marketing campaign development and activation. We are able to strategize unique marketing initiatives very early on in the development life cycle so results are authentic and performance yielding. Our strength is in our ability to ideate meaningful marketing campaigns that are impactful and executed in a strategic yet agile manner.

- Landing Pages • Promotional Videos • Advertisements • Advanced Analytics • Social Media & More



# SOME OF OUR CLIENTS



Joe Girardi



eAttending



events.com

Zocdoc



50 CENT

klickpush

Action Method



MAC



Del Frisco's  
DOUBLE EAGLE STEAK HOUSE

SULLIVAN'S  
STEAKHOUSE

shu



LH  
FT  
LIGHTHOUSE BEAUTY  
MARKETING



LINE JUMPER





# STRATEGICALLY EMBRACE THE LATEST TECHNOLOGIES

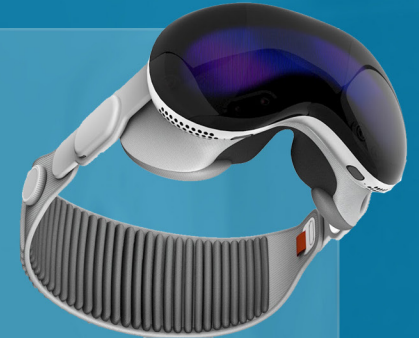
As new technologies emerge, strategies must be developed to stay competitive. Appetizer Mobile is able to predict both consumer and business digital trends. As a leader in the space, we are privy to the latest pre-release developer hardware and SDK's. Whether it be new developments in virtual and augmented realities or the changing form of wearable tech, Appetizer Mobile will guide you in the right direction.

Open Virtual Reality • Augmented Reality •  
Wearables • Apple TV • Artificial Intelligence

## REACH FOR THE NEW AGE OF USER EXPERIENCE



**AUGMENTED  
REALITY**  
MICROSOFT  
HOLOLENS



**MIX REALITY**  
APPLE VISION PRO

**VIRTUAL REALITY**  
META QUEST PRO



**NATURAL LANGUAGE  
PROCESSING / AI**  
AMAZON ECHO SHOW



**WEARABLES**  
APPLE WATCH



**STREAMING  
DEVICES**  
APPLE TV

# ENGAGING GAMING

## FULL GAME CREATION FROM STORYBOARD TO LAUNCH

Building beautiful games is something our agency excels at whether it be a simple 2D trivia game or a fully immersive first person shooter. It starts with a well developed game development plan and creative storyboards. Our talented in-house 2D and 3D artists then design gorgeous assets and animations to bring the story to life using techniques like cel shading or flat design. Our coders program intelligent AI systems and multiplayer experiences to create amazing virtual worlds. Our sound engineers breath life into these worlds by tempting the audible senses. Finding the unique balance of artistic vision, risk, reward, immersion, marketability and monetization are all key to a game's success. We are experts in this space and gamers at our core.



## WE LAUNCH OUR APPS WITH MORE THAN A BUZZ:

PORTALBALL game launched at the Modell's Times Square Location with Joe Girardi, the Manager of the New York Yankees, during baseball season.

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Mighty Tops game previewed at sneak peek event with press and top Periscope hosts.

