



ROAMpay

Putting the power of business in the palm of your hand.

Agenda

- I. Overview
- II. What is Credit Card Processing with ROAM Data?
- III. How Does it Work?
- IV. Pricing
- V. Support
- VI. Target Markets
- VII. ROAMportal

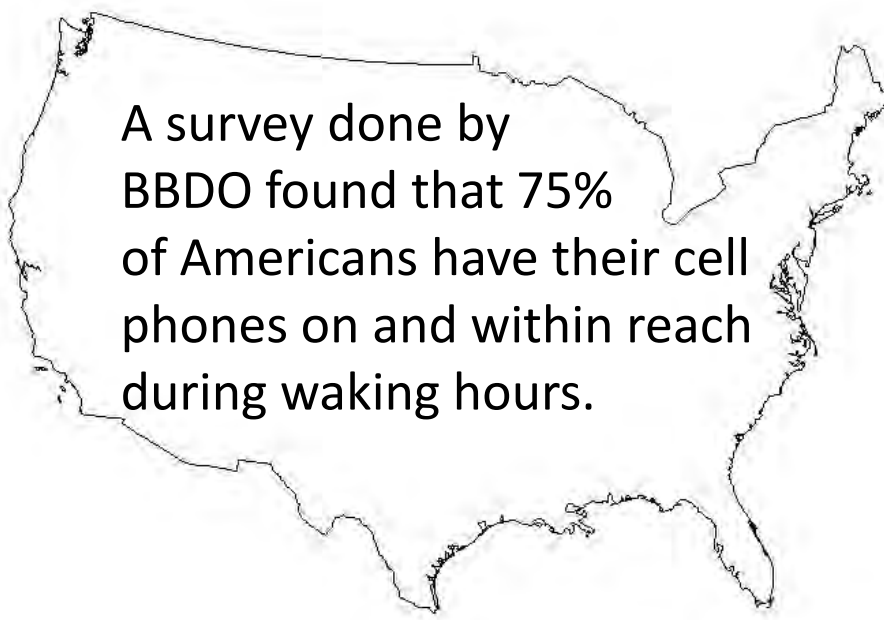


ROAMpay...



Turns a cell phone into a secure mobile POS device:

- Hundreds of phones including **iPhone, Blackberry, Google Android, Windows mobile** and more!



A survey done by BBDO found that 75% of Americans have their cell phones on and within reach during waking hours.



There's An App For That



Not only on the iPhone!



Works on
over 200+
phones,
on all
major
carriers



How Do We Do It?

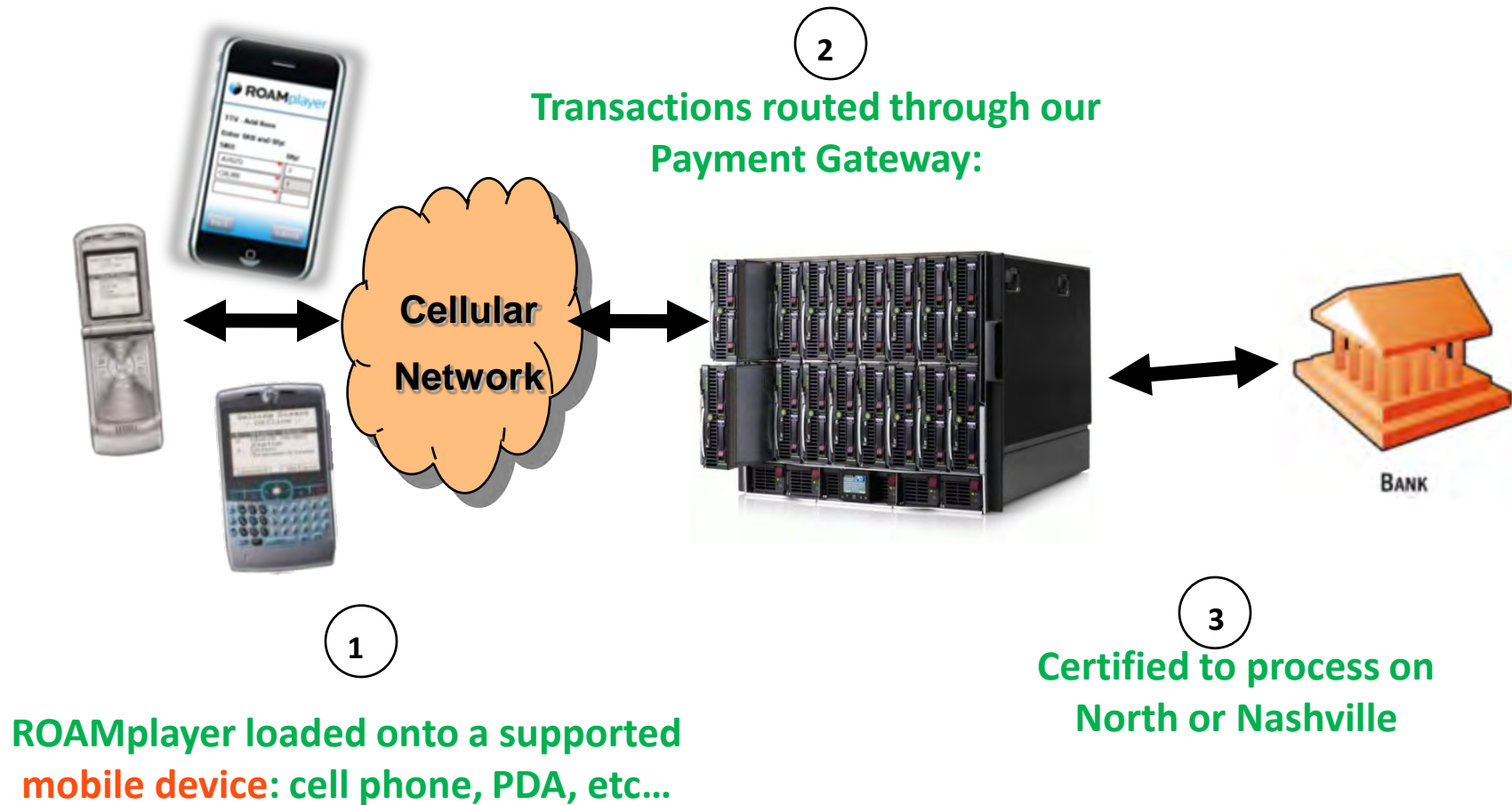
ROAMpay runs on ROAMplayer

ROAMplayer:

- Patent pending technology.
- Application loaded to your phone **outside** of your phone's browser.
- 168 bit DES3, Double encrypted data transfer.
- Turns a cell phone into a class B certified POS device.



How Does ROAMpay Work?



What is ROAMpay?



Mobile POS device:

- Virtual Terminal for your mobile phone.
- Merchant gets keyed card present rates.
- Features like **Voice 2 Text** and **Reverse Phone lookup** make inputting customer info easy.
- Email receipts.
- Check transaction history.

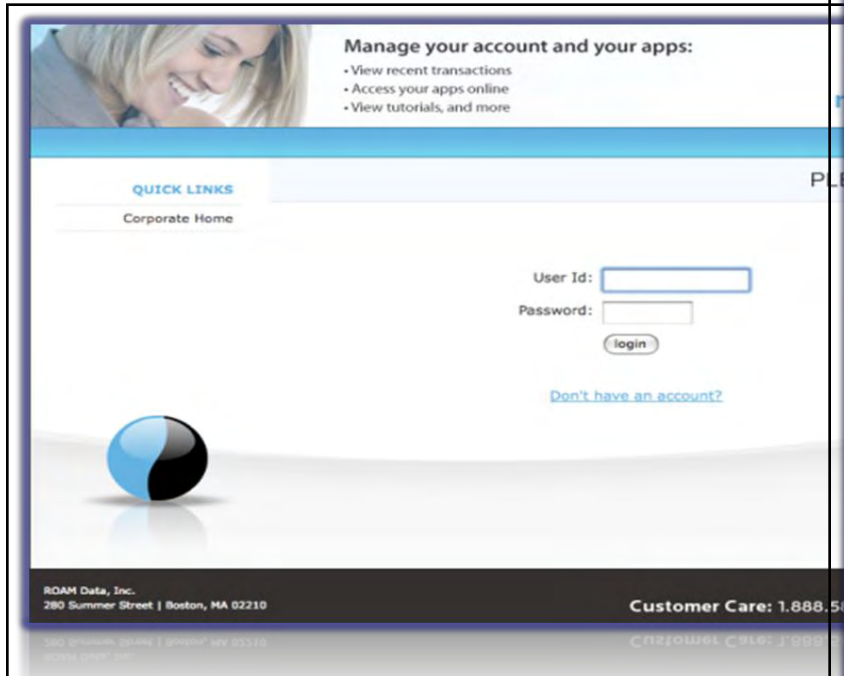


Not Just on the Mobile Phone



- Virtual Terminal for mobile phones, **PCs and MACs.**
- At no additional cost to the Merchant.

App Management, Online Support, Video Training and Reporting at “myROAM”, or Call Customer Care!



myROAM

Home My Account Apps Training Support Contact Us Logout

Hello G [gonzo1], [logout](#)

REPORTS

- Recent activity
- New customers
- Transactions

Launch Apps

Account Info

Detailed Reporting

ClientLine® is an easy-to-use online reporting tool that allows you to quickly and effectively manage electronic transactions associated with your merchant account.

[Log in to ClientLine® here](#)

Recent Activity: MobileMerchant

| Date: | Sale Type: | Name: | Address: | Phone: | Amount: |
|-----------------------|-------------|-------------------------------|-----------------------------------|------------|---------|
| 3/12/2009 10:34:34 AM | CREDIT SALE | person_named | 123 SCHENECTADY, NY 12345 | | 200 |
| 3/12/2009 3:50:45 PM | CASH SALE | Name, | 123 Some St SCHENECTADY, NY 12345 | 1231231234 | 12333 |
| 3/12/2009 5:11:58 PM | CREDIT SALE | Name_Customer | 123 SCHENECTADY, NY 12345 | | 21160 |

Need a New Phone?

Buy a new phone or upgrade with Sprint and receive (6) months of ROAM service for the price of 1.

We have the ability to recommend a great phone!

Call ROAM:
888.589.5885 x2

Who is the Target Market?

Merchants who are on the go:

- When business is done remotely.
- Anyone that goes to the home to do business:
 - Contractors
 - House cleaners
 - Plumbers, etc...

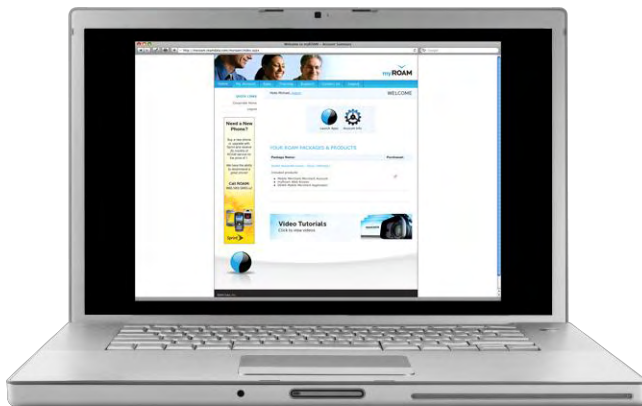
Direct Sellers

Review of ROAMpay Package



Turns a cell phone into a secure POS machine:

- With ability to e-mail receipts, track customer data.
- Additional Virtual Terminal for PC/MAC.
- myROAM portal to manage your account on-line.



Why Go Mobile?

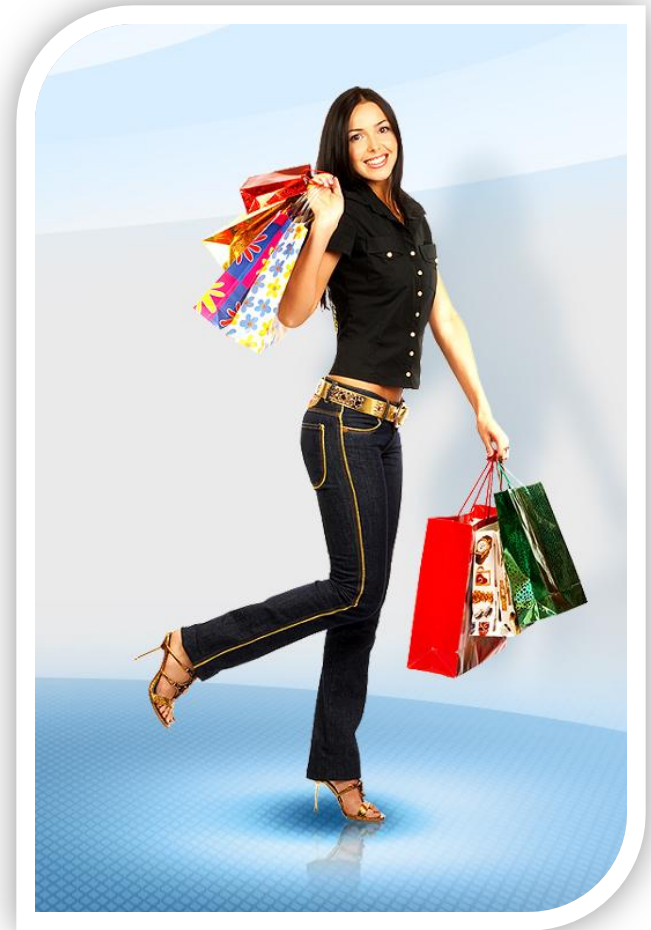


Cost:

- No need to purchase additional equipment (dedicated terminal).
- No warranty issues for equipment purchased.

Convenience:

- Sell any time anywhere.
- Real time authorizations if you're within cell range.
- Store and Forward capability.



Why Go ROAMpay and not another mobile solution?

Cost:

- Works on hundreds of phones.
No need to buy an iPhone or wifi service.
- FREE Updates and Upgrades.
- New phones re-provisioned for FREE.
- FREE PCI compliant, multi-device Virtual Terminal.
- FREE online Reporting Portal.



Works on
over 200+
phones,
on all
major
carriers

Why Go ROAM?



Flexibility:

- Quick Activation – loading the application to a phone takes 15-30 seconds:
 - Want to change phones? Easy to transfer account to a new phone – at no additional cost.
- Software updates are done automatically:
 - Updates take 15-30 seconds.
 - No need to pay additional fees for upgrades.
- Mobile or PC/Mac Virtual Terminal.



Why Go ROAM?



Convenience:

- Use your own phone.
- DES3 secure, PCI compliant.
- More features than other Mobile Apps.
- Real time authorization.
- Log cash orders for reporting and receipts.
- Email receipts to your customers.
- Build up your customer list for future marketing efforts.
- Check and download transaction history and reports on your phone or on-line.

**Sell
Anytime
Anywhere**

ROAMcommerce - Enterprise Mobile Solution

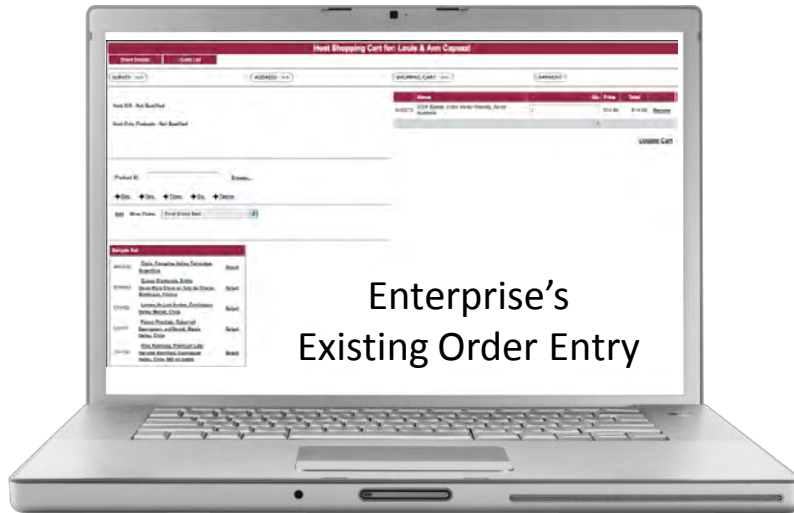
ROAMcommerce:

- Only Mobile Solution that extends critical Corporate business functions to a mobile phone, like: Order entry, inventory look-up, Payments, etc.
- Excellent Solution for Direct Sellers like AVON, Mary Kay, Tupperware, Amway, etc.
- No changes to existing data bases or applications.
- Requires Professional services for integration.

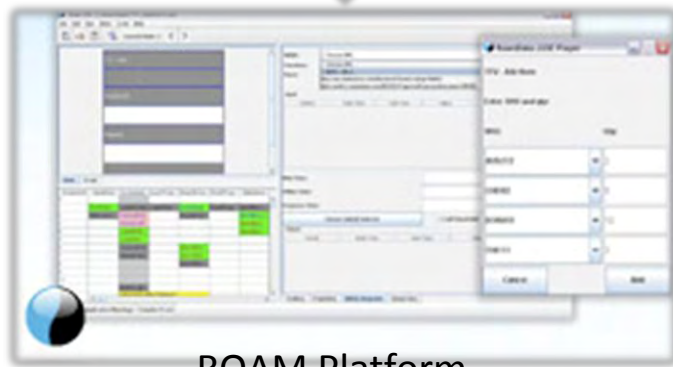
Refer Prospects to ROAM for follow-up/joint marketing

Leave the Laptop and Go Mobile!

Seamless Extension of Existing Systems



Enterprise's
Existing Order Entry



ROAM Platform



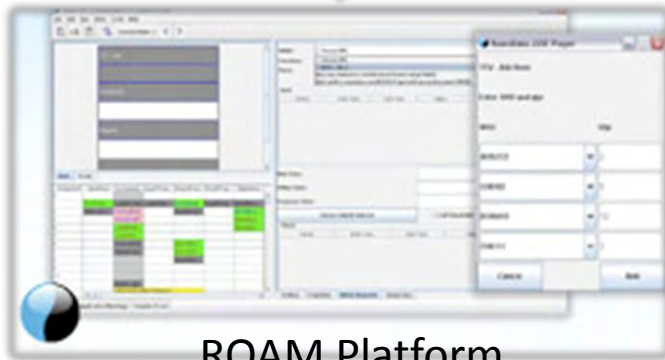
Consultants' Current Devices

ROAM Mobile Commerce

Seamless Extension of Existing Order Entry System



Enterprise's
Existing Order Entry

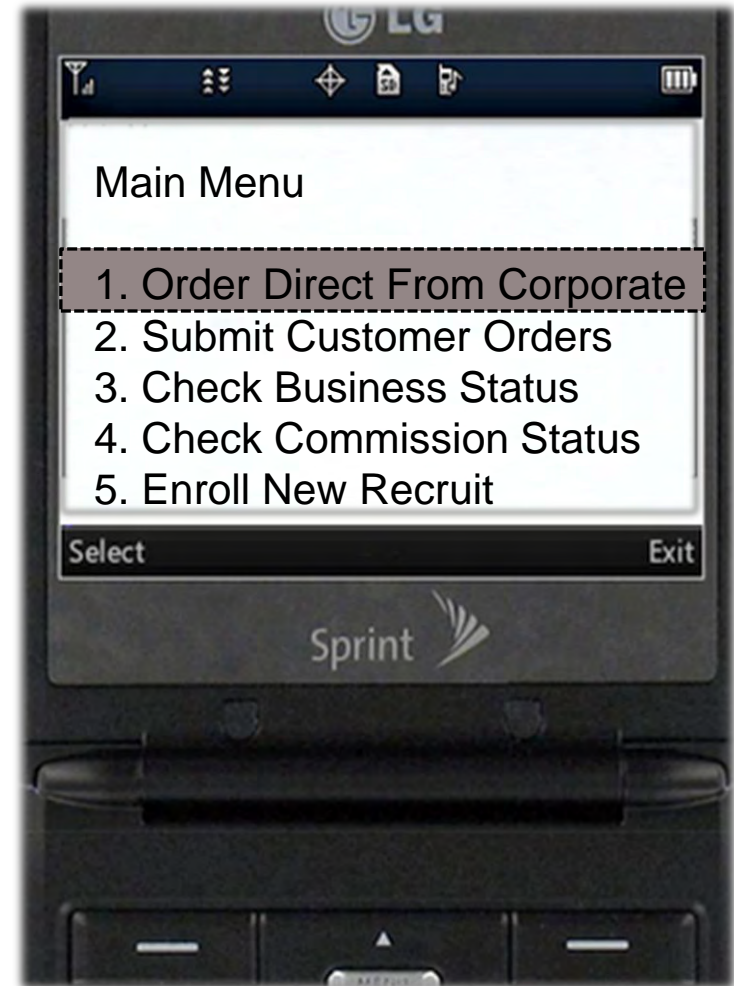
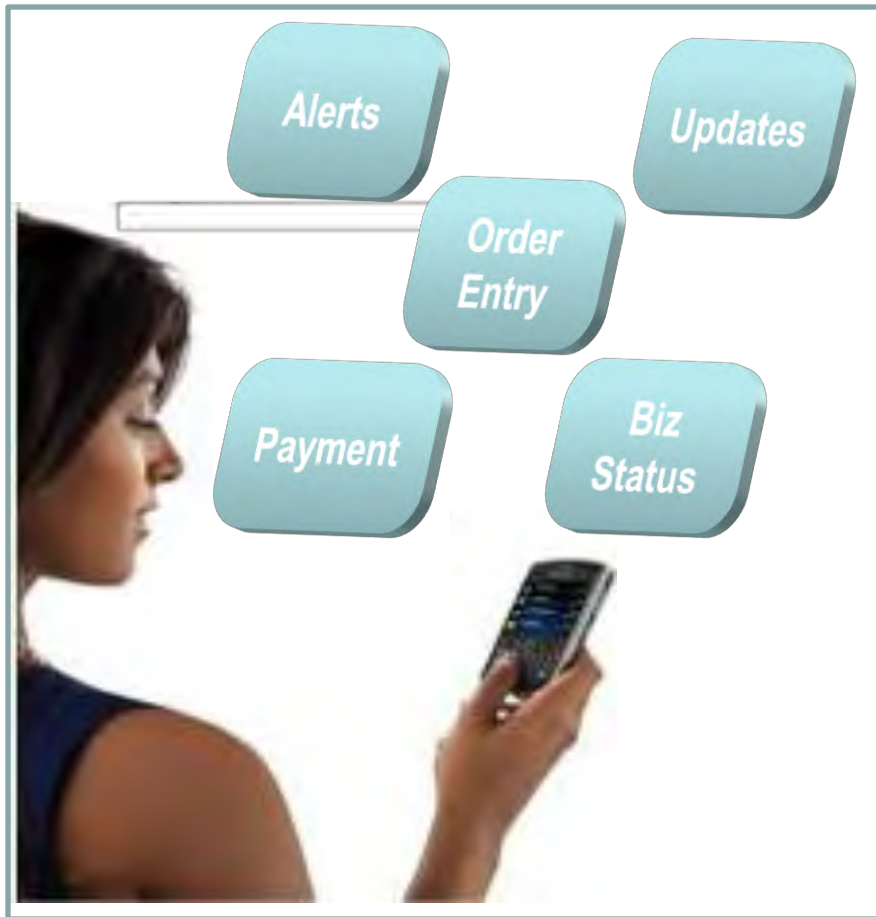


ROAM Platform

Your Reps' Current Devices

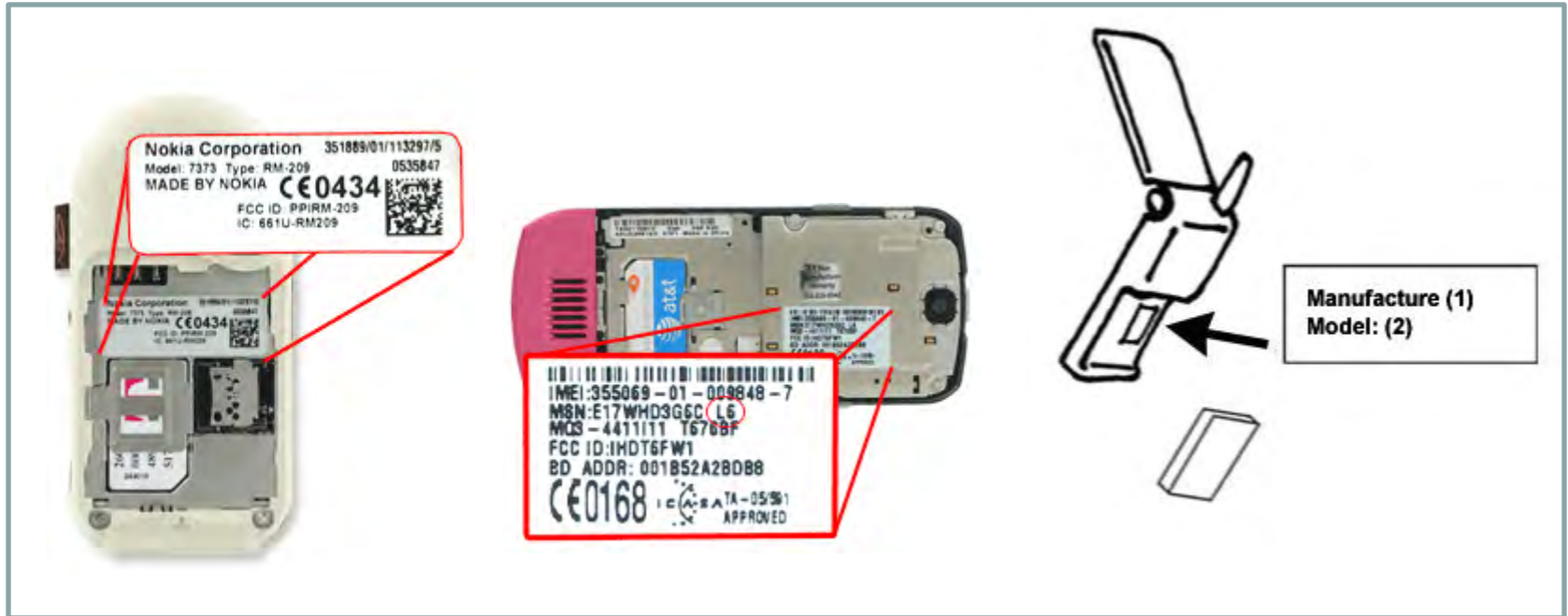


Designed to Meet Reps Mobile Needs



Merchant Doesn't Know What Kind of Phone They Have

Model # is under the battery.



What Happens Next?

For most phones:

- Merchant gets an e-mail and SMS to their mobile number.
- Merchant gets an e-mail for their records.

For iPhones, Google Android, and Verizon BREW phones:

- Merchant gets an e-mail with directions on next steps.
- Merchant goes to app store and buys the app separately.
 - iTunes and Android: \$2.99 (ROAMpay).
 - Verizon BREW: \$4.99 (ROAM Player).
 - No difference in app, just different name and price.

For Most Phones: sms loads app to phone

- Takes 15-30 seconds.
- Loads ROAMplayer to phone, with ROAMpay as an option in their ROAMplayer menu screen.
- Cannot use ROAMpay until confirm information on myROAM.



For iPhone, Android, and BREW



- Merchant will get a welcome e-mail with activation code.
- Merchant goes to their app store and buys the app separately:
 - iTunes and Android: \$2.99 (ROAMpay)
 - Verizon BREW: \$4.99 (ROAM Player)
 - No difference in app, just different name and price.
- Upload ROAM app to phone.
- When uploaded to phone, merchant needs to input the activation code.
- ROAMpay will be an option in menu screen.
- Merchant cannot use ROAMpay until they confirm information on myROAM.

myROAM Confirmation

Merchant logs into myROAM:

- Confirms payment information.
- Changes password.
- Accepts terms and conditions.



Merchant Boarding Complete



- Phone can now be used as mobile POS.
- Also has access to ROAMpay Virtual Terminal for PC/Mac.
- Merchant has additional access to myROAM for training, support and reports.

