

Competitive Landscape

	MobilServ Dial4Snax™ Solution	“In-seat” LBS Venue Apps (Fango* / Mangio* / MLB*)	Self-pickup” LBS Venue Apps (Bypass Mobile)
Guests’ Ordering: Thru <u>ANY</u> Web-Enabled Device	✓	X	X
Merchant Notification: Thru Card Terminals / POS Printers	✓	X	X
In-Seat Service Delivery	✓	✓*	X
Online Preordering Feature	✓	X	X
Multi-Fulfillment Centers Output	✓	X	X
Online Venue Management & Maintenance	✓	X	X
Dynamic Mobile & Printed Ads & Coupons	✓	X	X
Custom App. Capability	✓	✓	✓

* Covered by MobilServ’s US & Int’l. Patents: 6,473,739 / 6,873,970 / 6,920,431/ Australian 200048047/ Korean 0789222

“Offering device specific “Apps” usable by only limited portion of guests, inherently results in discontent for the rest!”