

# JEENEE

MOBILE WISH FULFILLMENT



# BETA

JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME



Chew On This gum was created by Sticky for the Retail Advertising and Marketing Association. The gum is interactive thanks to JEENEE, which is powered by ViralMesh. Take a photo of any gum pack with your mobile device and then email it or MMS it for free treats or a chance to win.

To play the Spy Curious game for the chance to win a spy device , send to [spy\(at\)jeenee.me](mailto:spy(at)jeenee.me)

To see the Foreign Exchange hero Gio become Angelina , send to [foreign\(at\)jeenee.me](mailto:foreign(at)jeenee.me)

For a free Runaway Thrippple wallpaper by Yuko Shimizu, send to: [thrippple\(at\)jeenee.me](mailto:thrippple(at)jeenee.me)

For a free The Great Brain Robbery wallpaper by Evgeny Kiselev, send to: [brain\(at\)jeenee.me](mailto:brain(at)jeenee.me)

Proceeds from the gum sales benefit the Randy Curtis Memorial Award for students at the Columbus College of Art & Design. Buy gum [here](#).

## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.



# JEENEE

MOBILE WISH FULFILLMENT



JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME

**DON POGANY** Founder/Creative Director

Don has nearly 25 years experience in marketing and branding. He and his teams have won numerous awards for creativity and effectiveness, including the Grand Prix at Cannes. Two-time Emmy nominee. Don is also founder and creative director for Sticky, a multi-media creative agency.

**AAMER GHAFAR** VP/Product Development

Aamer's companies ViralMesh and JavaDive are pioneers in mobile software and image recognition technology. He has worked with clients across the globe, and has expertise in the development and implementation of software, applications and networking solutions for individuals to enterprises.

**ARTURO CUBACUB** Editor/Hypermedia Specialist

Arturo is a distinguished filmmaker and editor pioneering new ideas, technology and collaborations in the pursuit of hypermedia, a blurring of the lines between forms of communication, emphasizing the convergence of imagination, interaction and immersion. Throughout his career, Arturo has won numerous awards and received national recognition for technical and artistic achievement.

**DON POGANY** Founder/Creative Director

Don has nearly 25 years experience in marketing and branding. He and his teams have won numerous awards for creativity and effectiveness, including the Grand Prix at Cannes. Two-time Emmy nominee. Don is also founder and creative director for Sticky, a multi-media creative agency.

**DON POGANY** Founder/Creative Director

Don has nearly 25 years experience in marketing and branding. He and his teams have won numerous awards for creativity and effectiveness, including the Grand Prix at Cannes. Two-time Emmy nominee. Don is also founder and creative director for Sticky, a multi-media creative agency.

**DON POGANY** Founder/Creative Director

Don has nearly 25 years experience in marketing and branding. He and his teams have won numerous awards for creativity and effectiveness, including the Grand Prix at Cannes. Two-time Emmy nominee. Don is also founder and creative director for Sticky, a multi-media creative agency.

To learn more about JEENEE, send us an email to [info\(at\)jeenee.me](mailto:info@jeenee.me)

## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.

## PARTNERS



# JEENEE

MOBILE WISH FULFILLMENT



JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME

JEENEE is a creative marketing service that delivers innovative, immersive brand experiences, products and rewards to mobile device users through image recognition technology.

JEENEE is Mobile Wish Fulfillment.

Image recognition technology, once solely about bar codes, is now so advanced that virtually any image can be recognized. Any mobile device with a camera suddenly becomes an interactive tool.

Meaning any product, package, print ad, billboard, book, CD, DVD, art, logo, label, storefront, screen, kiosk, sign, placemat — even T-shirt — can become a conduit to dynamic, interactive experiences.

We aim to become to mobile marketing what Google is to search or Twitter is to social messaging.

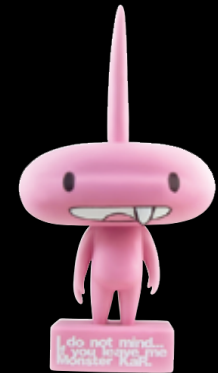
Check out the video to see how fun JEENEE can be.



## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.



The Monster KaR toy Sarah photographs in the video is available at [Rotofugi](#), who let us film in their store.

Please shop there.

With JEENEE, even products become conduits to special rewards, like discounts and bonus content.

You could even receive virtual kisses from the toy's creator Eddi, all the way from his [Adfunture Workshop](#) in Shanghai.



# JEENEE

MOBILE WISH FULFILLMENT



BETA

JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME

You are at a bus shelter in January in Chicago that, thanks to JEENEE, can take you to Cancun.

You are in a quiet bar in which a beer coaster designed by JEENEE connects you to an online dating service where you meet the one you were hoping to meet at the bar.

You are in the waiting room at the dentist flipping through a magazine where an ad created by JEENEE leads you to a guided tour and 15% discount from a specialty candy store.

You are at the airport where a backlit billboard for a consulting firm, enabled by JEENEE, allows you to meet its partners via video and hear testimonials from its clients.

You are at the game where a stadium sign developed by JEENEE enters you into a drawing for free tickets and a chance to practice with the team.

You are at the concert where a souvenir T-shirt designed by JEENEE gives you access to special music videos and unreleased songs by the band.

You are at home flipping through a Sunday circular featuring JEENEE when you see the riding lawn mower you've wanted and order it with free delivery without even leaving your sofa.

Thanks to innovative image recognition technology and inventive creative thinking, JEENEE and brands can grant wishes just about anywhere people are with their mobile gadgets.

Meaning pretty much everywhere.



## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.

*Here's where it can lead:  
JEENEE designs beer coasters for a bar, which sells them as inexpensive media to an online dating service, which features a sexy video and offer for any new member who signs up, which allows the guy to get the girl. A win, win, win situation.*

# JEENEE

MOBILE WISH FULFILLMENT



JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME

Anytime you need to stretch your budget.

Anytime of the day or night.

Anytime a potential customer wants to discover something new. (Which is always.)

Anytime a potential customer feels impulsive. (Which is pretty often.)

Anytime you print an ad.

Or Sunday circular.

Or billboard.

Or in-store signage.

Or new package.

Soon, any touchpoint in any marketing and media mix will be expected to link to mobile.

What will your customers experience when that happens?

Let us show you the creative thinking of JEENEE. Your mobile wish is our command.



## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.

*The magical mobile world.  
We live in an exciting time of  
innovation and creativity.  
And it will all get even better, as  
our JEENEE and mobile devices  
allow us to enjoy  
entertaining and educational  
experiences wherever we go.*

# JEENEE

MOBILE WISH FULFILLMENT



JEENEE unites breakthrough creative with image recognition technology to deliver imaginative, immersive brand experiences and rewards to your mobile customers anywhere.

WHO  
WHAT  
WHERE  
WHEN  
WHY  
HOW  
HOME

Mobile marketing will dominate the future of business and culture.

Accordingly, consumer expectations for mobile experiences will grow exponentially.

Consumers will seek greater levels of discovery, surprise and involvement.

And more creativity.

Enter JEENEE.

We recognized that clients need more than just the ability to reach customers on the go, but also the immersive and entertaining hooks that draw customers into relationships with brands.

JEENEE brings years of strategic and award-winning creative experience to mobile commerce.

Unlike most tech companies, JEENEE also provides the concepts and production for films, games, online content, print, promotions, on-premise, out-of-home and other multi-channel assets brands still need to reward and involve customers.

JEENEE can reduce your media costs, while invigorating print and other traditional vehicles, by turning them into conduits to dynamic, interactive brand experiences.

So even a table tent or a T-shirt could generate impact like a TV spot.

You'll love the results, and how our analytics allow you to measure them.

JEENEE can deliver response rates 10 times the norm for print ads.

And much higher efficiency conversion rates than Internet and mobile banners.

You can reach customers 24/7, and learn about who they are and where they are.

Develop stronger relationships through special rewards and loyalty programs.

You can even modify the back-end components of your campaign quickly and easily.

JEENEE helps you get the return on investment you'd always wished.

## SIGN UP

Become a JEENEE member. It's free. We'll never sell or provide your info to anyone else.

We encourage your feedback. Be the first to know of updates as we grow the world of JEENEE into a community and marketplace that only members like you can fully experience.

YOUR MOBILE WISH  
IS OUR COMMAND.

