

TECH HUSTLERS

March 2013 | SXSW Special Issue

Dileep Thazhmon

Ushers in the Next Evolution of Email

.CO Adds an **ORANGE** SWAGGER to SXSW

Top 5 Must-Have Apps for SXSW

2013 SXSW Survival Guide



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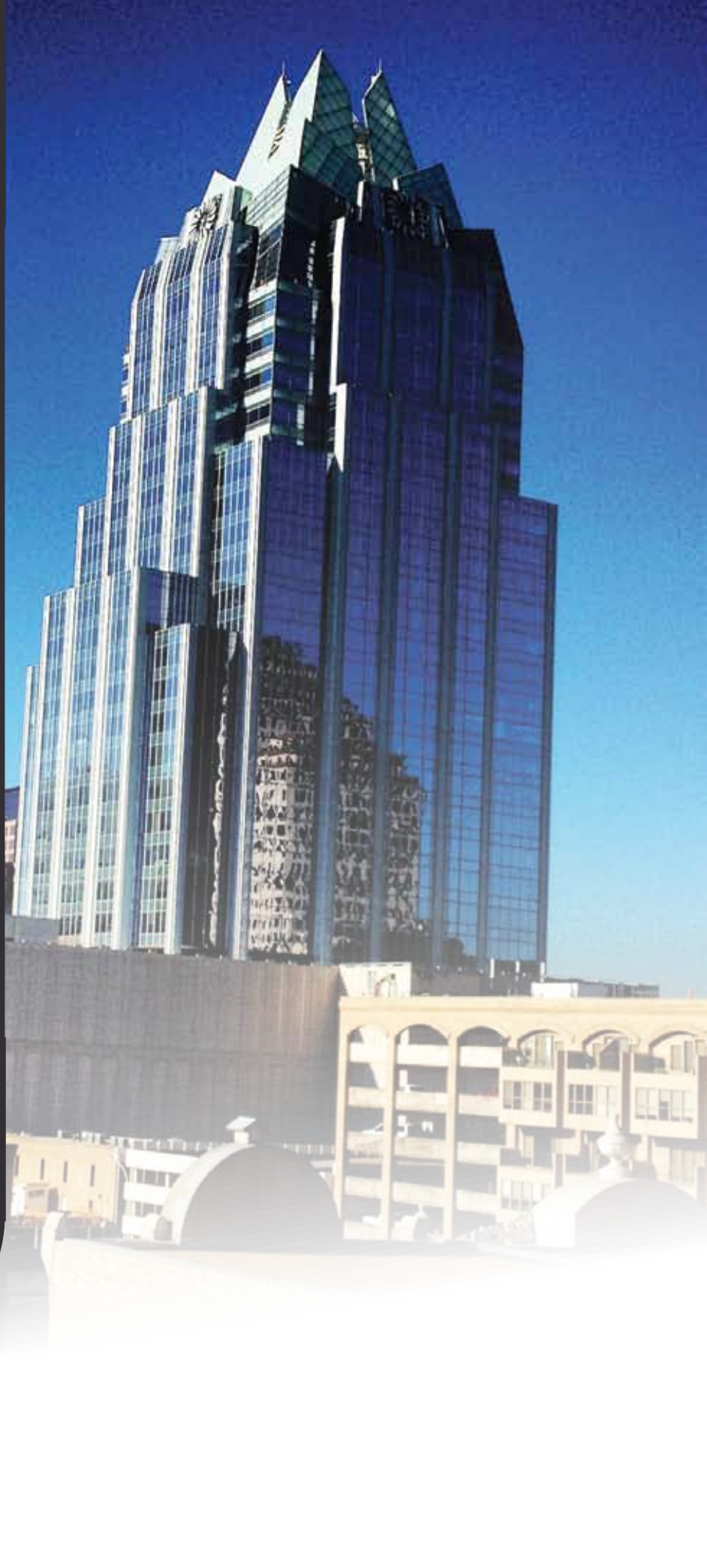
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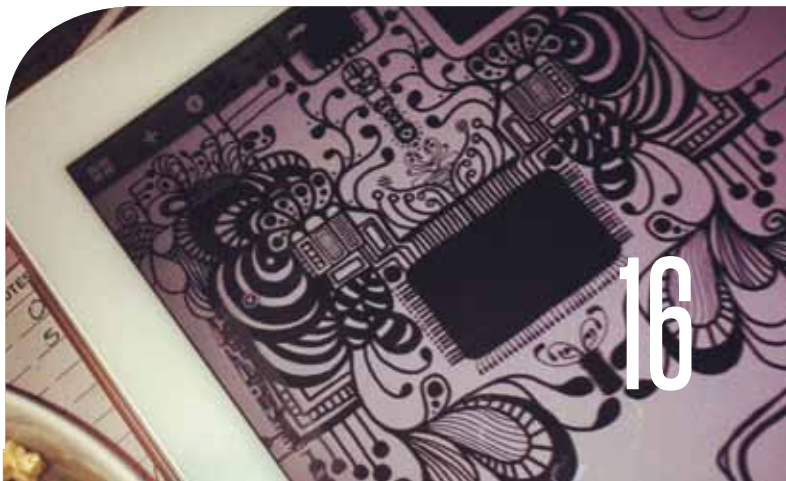
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FULLCIRCLE

IS SPAWNING INTO A LOCATION-BASED PORTAL

Last week, I had the pleasure of sitting down with the CEO of FullCircle, **Michael Hodge**. We discussed the mobile app and website that the company has been developing since 2010. He gave me some great insight to all of the amazing features that the company is quickly adding to their repertoire. FullCircle is all about bringing people together based on their location in real time. They are a GeoSocial “Discovery” Network with thousands of members that integrates location awareness with social networking, enabling mobile device users to identify and interact with other registered FullCircle members based on their physical proximity, interests and preferences - quickly, easily, safely and free.

But they don’t stop there. FullCircle has added GeoFencing™, BCAST™ and the groundbreaking dimension of enabling users to easily create location aware groups or communities surrounding an interest, passion or need, be it social or business. From within these groups, members can identify other group members nearby, send a broadcast message to the group, and use mapping to observe group clusters, all opt-in with strong privacy protections. In short, they allow members to create their own “location based networks”.

FullCircle Vision

FullCircle has set their sights on creating a location-based portal that is “something other than the market-saturated, location-based, friend-finder apps,” says Michael. The CEO has always believed that there needs to be some kind of portal that brings together a myriad of features and functionality on the location-based side into one convenient location. He compares FullCircle’s endeavors to create such

a portal to AOL’s early days back in the 90’s when they created communities and sort of a gateway to the Internet whereby people would login into AOL, check their mail, read their news, join groups, surf the internet, and more. FullCircle has decided that the one-stop-shopping approach similar to that of AOL’s will be the solution to the existing problem in the location-based app sector.

User Privacy

Hodge shared that user privacy is a great concern to the FullCircle team. Unlike most of their competitors, FullCircle will not show someone’s exact location on a map. However, they do allow you to use keywords to search nearby places for types of people you are looking for. The app then ranks the results from closest to farthest. For example, if you are at SXSW looking for tech startup founders between the ages of 18-35, you would be able to search for people nearby that match this description, but without revealing detailed personal information. Hodge continued to explain that FullCircle also allows users to create private or public groups and send invitations that others can accept or decline. Once individuals join a group, users are able to see members of that group from closest to farthest on a map with dots of nearby members.

Geo-fencing Features

In their latest version, FullCircle has incorporated GeoFencing™, which is the ability to create a virtual perimeter around yourself or a fixed location. Once a user creates a geo-fence, that user gets a mobile notification when any FullCircle member enters the geo-fence. For those of you who are new like me to the whole geo-fencing concept, here is an example. So, let’s say you are out at a busy night club and you want to know when a blonde hair, blue eyed entrepreneur enters. All you have to do

is put a geo-fence around the club, and then anyone who has accepted an invitation to your group or any FullCircle member who has opted to be a part of geo-fencing will be notified that they have entered your geo-fence. At that point, the app with its built-in consideration for privacy would give them options for continuing (or not). If they choose to continue, you will be notified, and well, let's hope the night gets a little sweeter, because your ideal match has just entered the building!

While Michael was discussing how FullCircle is implementing the geo-fencing concept, I realized how useful it would be for me to use the app to set up a geo-fence around my house and be alerted when my kids or friends enter my geo-fence. As we continued to talk, I also learned that the app allows you to set a moving geo-fence

that would alert you when a five-star restaurant, hotel, or other place or person that you specify enters your geo-fence. The convenience here is that you choose what you want your notifications to be, and you have optimal privacy and security in the midst of it all.....may the geo-fence be with you!

Michael and I ended our conversation about geo-fencing with Michael sharing how he loves that their product could have even more practical uses in times of emergencies. FullCircle is currently in early stage talks with FEMA and Homeland Security about developing a product for emergency response surrounding geo-fences. The proposed app would be able to set up and use geo-fences to send alerts to the nearby public in emergency situations like toxic waste spills and terrorist attacks. Talk about practical...I know the FullCircle team must feel awesome knowing that their product has the potential to save lives!

Broadcasting

Oh, you thought that was it huh? No way! FullCircle has yet another feature (their name says it all). Within the next month, they will be introducing BCAST™, a portal for streaming video broadcasting. The essential feature is the ability to filter by location or keyword. Hodge explained that BCAST will feature a matrix of screens that allows users to watch different live streaming feeds happening in real-time. In an effort to monitor inappropriate content, users will be able to flag videos, and any video flagged 3 times will be automatically removed from the broadcasting feed.

Monetization

Hodge shared that FullCircle has raised a total of \$3 million dollars of venture funding to date. The FullCircle team plans to maximize funds and monetize the app by offering geo-fencing capabilities to merchants. Companies will be able to create "Super Deals," which would essentially allow them to create a geo-fence and advertise to nearby consumers by offering deals through coupons or promo codes. When a user receives the alert sent to them and opens the alert, the merchant is charged a PPC (pay per click). Their model seems a perfect solution for this type of unique service.

FullCircle is available free to individuals and businesses alike and is currently available on iPhone, iPad, Android, Windows Mobile 8 and the web at www.fullcircle.net.



DILEEP THAZHMON

USHERS IN THE NEXT EVOLUTION OF EMAIL

The future of email has arrived. Email has not changed in the last 20 years. It is not interactive, but it should be if you ask Dileep Thazhmon, Co-Founder & COO of PowerInbox. The company's 18-man team is on a quest to interrupt email's stagnancy with a vision to fundamentally change email by bringing the app experience to electronic correspondence. When I recently sat down to talk with Thazhmon, he shared the genesis of his entrepreneurial endeavors as well as his experience of starting a company with the lofty goal of disrupting a long-standing market.

Thazhmon's Early Days

Dileep Thazhmon is a Stanford graduate; however, his first entrepreneurial venture began many years prior to earning his degree. At the ripe old age of 16 when computers were more expensive and people valued fixing them, Thazhmon started his own business doing just that--fixing computers with viruses and other issues. Once he realized overhead was a lot more expensive than he previously envisioned, he was intrigued by this little thing called the Internet, which was starting to boom. He was engulfed in the early days of the web when it was HTML 1.0. Dileep shared that the reason he got started in the industry is because of "the feeling that you get when you actually create a product and someone uses it. That is really hard to replicate in any other industry." These early ventures taught him important lessons that he was able to carry with him to PowerInbox.

Lessons Learned

In an effort to understand how his experiences shaped his current state, one of my main questions for Thazhmon was: "What are some of the big lessons that you've learned that you've taken to PowerInbox?" He replied with two specific points that gave me the insight I was looking for. Dileep believes the most important lesson he's learned is that "you have to have a good product." He has brought

that belief to PowerInbox, making sure that they are a completely product-focused company. They are beginning to see the hockey stick growth and now have about 500,000 users. He said, "If you actually go to Twitter and the PowerInbox site, you can see that our users really enjoy using the product. So, I think the first thing is creating something that people like to use." I think once people really understand how PowerInbox works, they will begin to see the number of users grow even more because they really do have a good product.



Dileep finished answering my question by adding, "The second thing for a small startup, which is on its way of growing up, needs to have focus. It's a lot easier to say yes to doing a lot of different things than it is to say no to doing a lot of different things. That's something that I've learned over the last couple of years (giving a little chuckle), that saying you only want to do one thing, whether it's right or wrong, but at least having the boldness to make that call. That's a lot harder to do in real life." I can empathize with how hard that really is, but I also know having the boldness to show such focus will pay off in the long run.

The Evolution of PowerInbox

The first product that PowerInbox made was aimed at being a rival to Google Wave, which was a real-time communication platform, but with the purpose of operating across all email clients. Thazhmon revealed that the first version of PowerInbox was a classic example of them building a product that they loved, but "they" was not a large enough group to make it a rival product. He jokingly made the comment that he ended up showing his own parents the product and they responded with, "Why would I use this?". Dileep quickly rebutted with,

“Hey, I just spent eight months building this. What do you mean you wouldn’t use this?”. It was that moment that the team decided that instead of operating a complex communication platform that coincided with email, they would scale down their product and focus their direction on developing “power apps” that would make email interactive from within. These “power apps” would make emails more useful by allowing users perform actions inside the email itself.

PowerInbox....the Product

PowerInbox is focused on working across browsers and across email clients to bring the app experience to email. When I asked Dileep to tell me more about the product that he loves so much, he discussed how email itself is still the primary form of delivering information, but the action the email wants you to take is actually still outside of the email itself, creating this dichotomy between the information one gets and the action that one needs to take on the information. PowerInbox’s purpose is to mend this division by combining the information and the the action into the same spot.

To help me understand their purpose in depth, Thazhmon used Groupon as an example. He says that Groupon’s entire business is built off of sending emails that get you to

buy a deal that you are interested in. He proposes that they could survive without a website if they would allow you to make the purchase right from your inbox instead of being rerouted to their site. He says, “Because with PowerInbox you can actually buy with one click right inside of your email, the conversion rates are a lot higher because from an end user’s perspective it is a lot more convenient and it still respects their position.” Basically, PowerInbox’s goal is to take away levels of friction to make email much more dynamic than what it is today.

The Future of PowerInbox

Thazhmon ended our interview by comparing their endeavors in email to Amazon’s exploits in commerce. He gave the example of how Amazon built a multi-billion dollar business by essentially changing two clicks to one click, thus making the end user experience more convenient. This model has helped shape PowerInbox’s goal into making the user experience just a convenient, by allowing the user to perform all the actions inside the email itself.

PowerInbox is carrying out their vision with the help of \$11.9 million in venture funding. Dileep noted that one of the big benefits of having this capital is being able to follow the wisdom of his advisor and hire top talent. Dileep believes that this investment sends the signal that PowerInbox is not some fly-by-night company, but a force to be reckoned within the email industry.



What is PowerInbox?

PowerInbox brings the app experience to email. Email apps (which we affectionately call “Power Apps”) make your emails more useful by letting you perform actions inside the email itself.

A Facebook email lets you comment back on a photo, a Groupon email shows a live countdown to expiry, or a Twitter email lets you tweet and follow back. We’re building more apps for all your favorite services, but would love to hear of any apps that you want us to build for you.

SXSW Interactive Survival Guide 2013

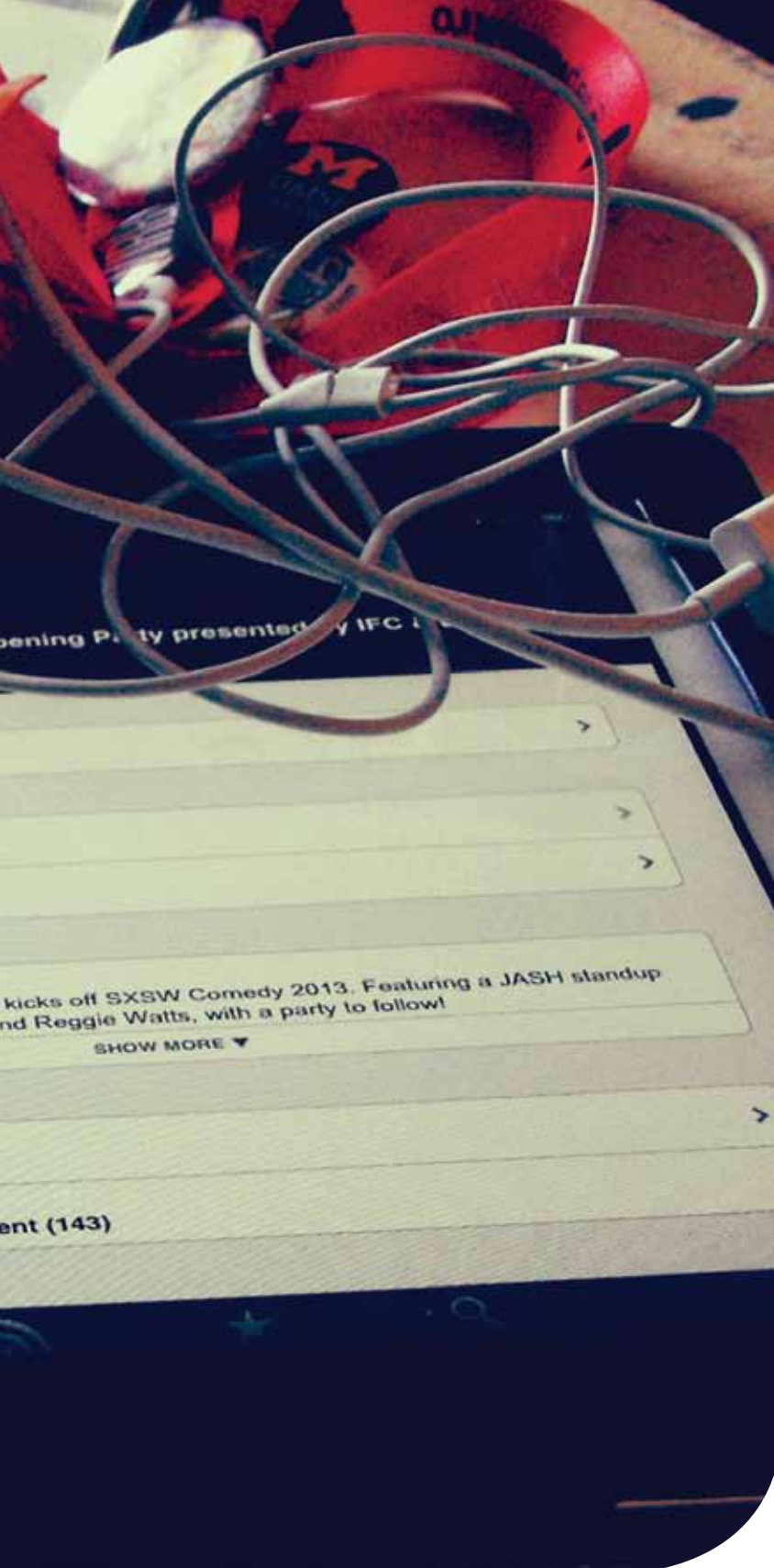


You're Here! Now What?

SXSW Interactive is on and popping from the get-go, so here is a crash course to help you survive.

Beware...it's crowded out there.

Preparing yourself for the frustration of crowds is half of the battle of staying calm in the midst of the chaos. Here are some tips to help emerge from the crowds a WINNER. If you have not gone to SXSW before, then you are going to realize that the lines are insane that first day, so pick up your badge the day before if at all possible. Next, traffic



is heaviest on work days, so leave some travel time in your schedule. If you have VIP connections like .CO members and Tech Hustlers members, you have it made and these shuttle services are your best bet considering how expensive parking can be. Late at night when the parties are popping, it will be very smart to carry cash in case you need to take a

Quickie

I have to start by saying, if you have not RSVP'd for all of your parties, then your best bet is to download WillCall at GetWillCall.com and let them go to work for you and RSVP you to over a hundred parties for free! Also a tip for next year, try Rsvpster where they will register you to over 200+ parties for less than \$40 for all three conferences. Unfortunately, you can't use them now, as they have already stopped accepting orders for this year.

pedicab, which averages ten bucks per trip. Regardless, you are destined to still do a lot of walking, so ditch your goodie bags at the hotel and pack light.

We need juice and bars!

Let's face the facts—we have become addicted to our gadgets. If you don't have a juice pack, we've got you covered. Even if you do have a juice pack, we still have you covered! Our Tech Hustler's recharge lounge is a sure fire place to escape the elements and recharge your gadgets, your mind and your body. So head to Casa Chapala Mexican Grill and Cantina, located right across from the Austin Convention Center at the intersection of San Jancinto & Cesar Chavez, and you will find us upstairs on the stage LIVE streaming away!

Don't forget to eat.

Food—it is a basic need for survival. Be smart and keep your energy up for all of the fun. Try and plan your lunches



because restaurants fill up quickly and can also get kind of pricey over the duration of the conference. Also, carry snacks and water in case the crowds or your schedule keep you from getting a full meal in time. When you do decide to hit up the restaurants, make sure you enjoy the great outdoors, check out the infamous Austin gourmet food trucks. We recently found out that Top Chef Winner Paul Qui has partnered with SXSW this year to bring amazing grab-and-go dining, which is sure to be a real treat!

Time is on our side...or is it?

You know how you keep hitting the snooze button when you are getting up for work and then snap to reality really quick when you realize you only have a few minutes to get out of the door? Don't do it!!!! There is a lot to do at SXSW, so try to plan as much as possible so that you are able to maximize your time, money and experience. After all, you paid a lot of money for that badge! So, I'm giving you a heads-up now, plan for the lines and traffic that the crowds will bring, and arrive at least 45 minutes early for the panels that you really want to see. Last year I remember a lot of people being turned away from the very popular panels whose seats filled up faster than a 1/2 price chicken wing line on food stamp day!

Network!

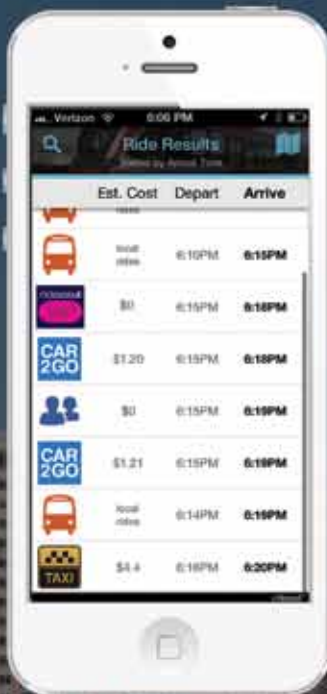
Social media makes it so easy to virtually connect with people from all over the world. At SXSW Interactive, you can connect with people all over the world face-to-face, so seize the opportunity! Hit up the event lounges, and don't be afraid to do an interview (ahem...Tech Hustlers is LIVE streaming interviews) if you're part of a startup. Make time for the trade show, as it is not just great for networking, but there are tons of freebies, great designs, and products that you can pick up. Be ready for your mind to be blown by some of the best designs and innovative products in the world. Talk to everyone and be prepared to make some new, lifelong friends. This is one of the ultimate networking events—so don't squander your big opportunity to shine!

Bottom line.

Be prepared, comfortable, bold, adventurous, rested and hydrated. I'd remind you to enjoy yourself but how can you not? There's free food, booze, networking, awesome panels and events, parties, parties, and more parties! If you see the Tech Hustlers team around, yell at us, tug on us, or love on us... just say hi J.

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.CO ADDS AN ORANGE SWAGGER TO SXSW

If you're at SXSW and you're involved in the startup scene in any way, shape or form – you'd be hard pressed not to notice the bright orange #startuplife schwag all over Austin – compliments of the .CO domain.

I met the .CO team last year at SXSW, and have enjoyed watching the company grow up – morphing from a scrappy new startup itself only two years ago – to one of the hottest tech companies in the world.

So, what exactly is .CO? And why should you care?

.CO is the web address for launching big ideas online. For 25 years, the legacy extension .COM has been synonymous

with the Internet. While the last 25 years can't be changed, .CO is quickly on its way to changing the next 25 years. Short, memorable and globally recognized, .CO is boldly staking its claim on the Internet as the premier web address for innovators and entrepreneurs the world over.

Today there are over 1.4 million .CO domains registered by people and businesses in over 200 countries – and growing fast. *Everyone from* Silicon Valley thought leaders and innovators to bootstrapped new startups have taken a liking to .CO and its energetic team, including Europe's largest tech conference, LeWeb (LeWeb.co), Dave McClure's 500 Startups (500.co), and other notable companies like Twitter (t.co), Angel List (angel.co), Startup America (S.CO), and Vine, Twitter's new video sharing app (Vine.co).

.CO VIP's at SXSW:

The .CO team knows how to woo their community members and keep them coming back for more! Last year at SXSW, .CO treated a select group of .CO users at SXSW as .CO VIPs. In addition to "cut-the-line access" for hot parties and events like Tech Cocktail's #Startuplife Celebration and Startup America's "Celebration of American Startups," they also hooked up .CO-ers with some awesome press opportunities and the chance to pitch their businesses in front of Silicon Valley hotshots like Scott Case and Steve Blank. Plus, they got front row tickets to sold-out sessions,



like Eric Ries' Lean Startup workshop and others.

The .CO VIP list for the 2012 SXSW conference consisted of only about 15-20 .CO companies. This year, that number has increased dramatically -- and they'll be spoiling over 100 .CO VIP's!

If your business is on a .CO domain, make sure to reach out to the .CO team -- so you can get your share of the spoils!

.CO Spotlight:

Here are just a few companies built on .CO domain names that are in Austin to promote their products and services at SXSW. If you should meet them this week, be sure to give them a high five for the great work they are doing!

Wim.co: Women Innovate Mobile (WIM) is the first startup accelerator focused exclusively on launching and accelerating the growth of women-founded companies in mobile technology. Through its network of mobile experts, mentors and investors, WIM provides women entrepreneurs with the tools, feedback and connections needed to launch and scale their mobile ventures. The company recently upgraded from the impossibly long Womeninnovatemobile.com to the much shorter and more memorable WIM.co.

Engine.co: Engine.co is your email reinvented. Never search for a long-lost email again. See who you're talking to, their name, picture, email address and your various past interactions, including Facebook notifications, LinkedIn updates, documents, and other data related to the email you are viewing. Engine.co is the answer to automating your digital life.

Loadout.co: LoadOut Technologies, based out of the Purdue Research Park in Indiana, engineers revolutionary mobile technology solutions that allow smartphones to positively impact agricultural and humanitarian developments. LoadOut is looking to not only produce technologies that will change the face of the agricultural industry for the better, but to enable others, like World Help Solutions, who have ideas for impact but lack the technological capabilities



THE .CO MEMBERSHIP PROGRAM

What is the .CO Membership Program?

Anyone and everyone with a .CO domain is invited to become an official MEMBER of the .COMmunity.

Once you join the membership program at www.go.co you'll get access to a world of opportunity that goes far beyond a simple domain name registration.

Why was it built?

There's a special drive and energy inside the individuals who are building the future online -- especially those who build on a .CO. The Membership Program was built to give them the fuel they need to take action on their ideas and to create an online "place" for community members to gather and help each other.

What kinds of benefits does the Membership Program provide?

To start, the program is hooking members up with things they need -- like coveted tickets to events like Startup Weekend and Lean Startup Conference, access to co-working spaces in key cities, personalized SEO consultation, promotional support, and more... all for free.

How is this different than other reward programs out there?

The .CO Membership Program is not about a batch of random discounts or digital downloads. These are high touch, high value, meaningful perks that are about human connections. Learn a new skill, network with industry leaders at tech events, get your business noticed with publicity and opportunities to pitch -- the program is designed to help you drive your business forward. The offers are intended to reinforce the power of the .CO community -- to cultivate a neighborhood where people can meet each other and exchange ideas -- not just online, but in real life too.

to take those ideas and create realities.*They will be at SXSWi promoting the launch of a new app that will be instrumental in their expansion into Africa.

Mirror.co: Mirror is a new form of web interaction. It is not a social network. It is not a review site. It is not an online dating site, nor is it a people search engine. However, it combines the functionality and benefits of all of these applications. Visit mirror.co to frame yourself and who you are--not as told by you via a one-dimensional profile, but by the people in your life who know you best. Present the real you on mirror.co through an incredible mosaic of experiences shared by the people in your life!

LeanEntrepreneur.co: We know visionaries create great products, innovate with new ventures, and disrupt markets. But, being “visionary” is less about seeing the future than the relentless pursuit of change through creating value. Whether changing the world or disrupting business, visionaries must be fast, agile and tenacious. Anyone can be visionary. The Lean Entrepreneur book will show you how. *Author, Patrick Vlaskovits will be at SXSW doing a book

signing at a private .CO-er VIP event on March 10.

More than just a domain, .CO supports its growing community of users with the tools, resources and support they need to succeed online – including offers for tickets to coveted training and networking events, Google adword credits, free co-working space and promotion/marketing support.

Wondering how you can get in on all of the fun? Wonder no longer! All you need to do is search for your .CO domain at www.go.co and register it to gain access to their exclusive Membership Program. If you already have a .CO domain, you can join the program at www.go.co.

So, what are you waiting for? Build your big idea on a .CO -- and take advantage of all of the perks and benefits of being a .CO-er, at SXSW and throughout the year!

To keep up with .CO, follow them @dotco and be sure to say hi to their team – it won't be hard to spot them – they'll be the ones in the bright orange shirts, of course!

YOUR TASK? WOW US.



You're a chosen one, a SXSW speaker, tasked to inspire some of the world's most progressive minds. Ready?

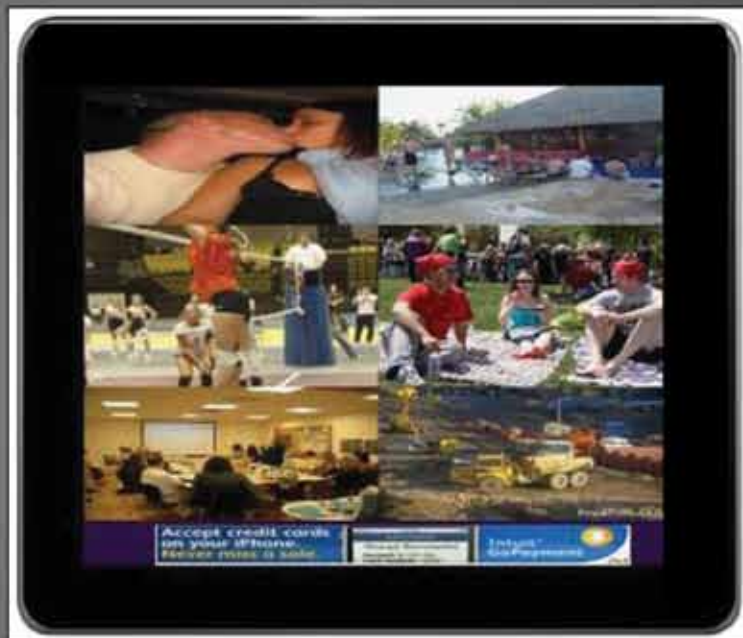
We're INK, a tech PR, brand and social agency that calls Austin home, and we're here to help. Join us in the Convention Center Green Room all week for a place to prep, caffeinate and fuel up. We've also got a little something planned with that signature Austin spice to get the inspirational juices flowing.

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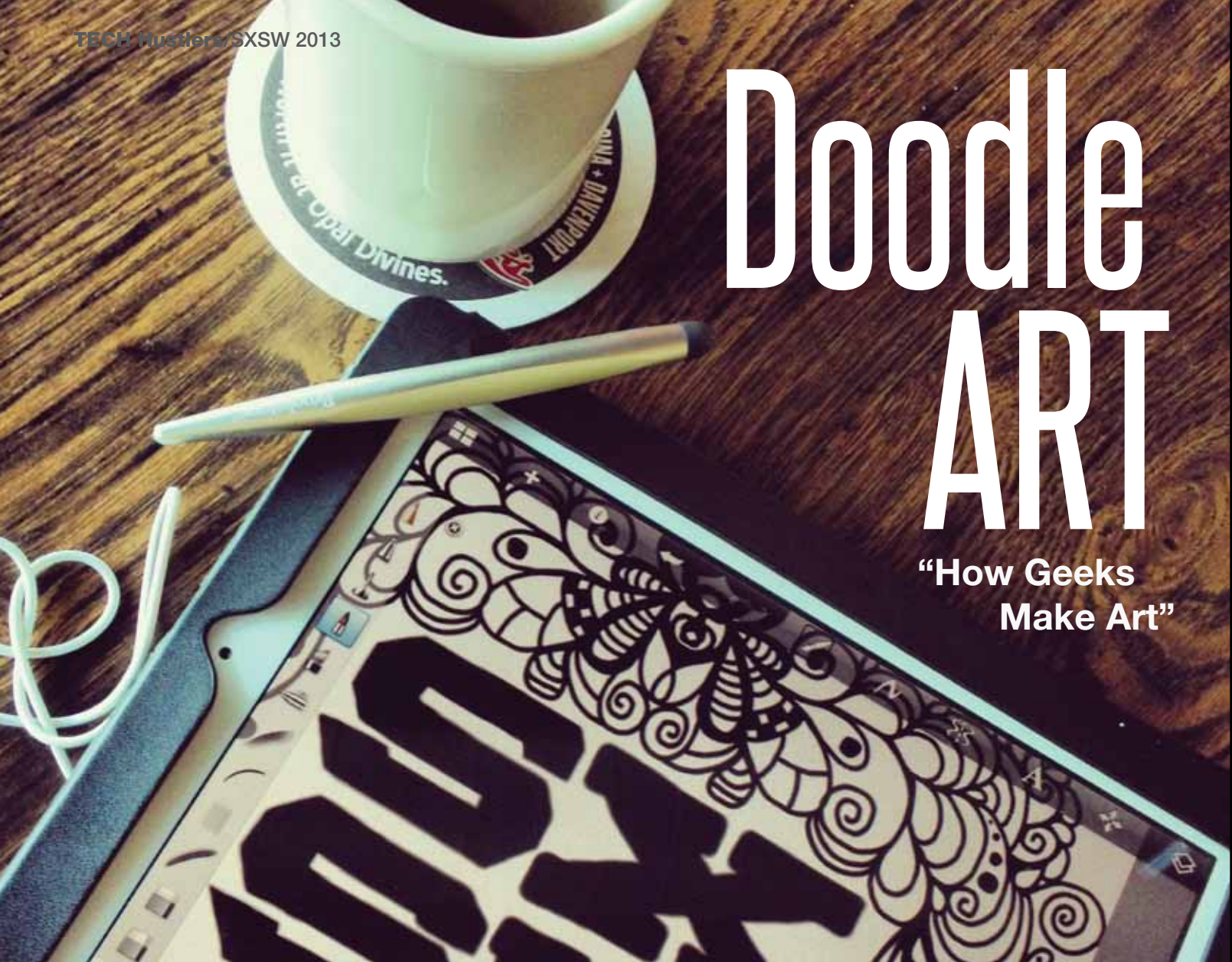


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Doodle ART

“How Geeks
Make Art”



Amanda O'Brien creates the amazing doodles you see in this magazine straight from her iPad. Even though she never intended to share them as “artwork,” they have become her passion and joy. We asked Amanda a few questions to help us gain some insight to her journey as an artist.

How did you get started designing the doodles?

After 20 years of creating art the traditional way, I just picked up my iPad and started to doodle. This new artform followed a heartbreaking realization when a curator at the Dallas museum (who happened to be a friend) gave me a less than favorable review. I thought he would say so many wonderful things about my watercolors, but instead I had to deal with hearing that my work was

common and not unique. At this point, I had started my doodles for fun, but in a last-change effort, I was still trying to sell my watercolors.

What was the defining moment of your doodles?

While giving a sales pitch to get my watercolors in the Austin Comic Books store, the owner saw this doodle stormtroopers pin of mine, and his words were, “Amanda, do more of theses doodles and you can be in my store.” I haven’t look backed since then!

Did you ever imagine that people would be interested in buying your doodles as artwork?

I never thought anyone would even like my doodles. They are what I make when I am thinking about creating a big watercolor art piece. They were never meant to become “the art,” but they have. Every time I get to doodle for someone, I just could not be more grateful for it.

What have you learned from your doodling experience that you can share with others?

When people say to do the thing you love, but you are not sure what it is, I would encourage everyone to keep looking. It never hit me to share my doodles until one door closed on my watercolors. When a doodle door opened slightly, I just ran with it. Now, I share my doodles all over the place--from gift wrapping, to t-shirts and now covers for magazines! I think people can feel the joy I have while creating them--at least that is what I see and hope they do.



We are grateful that Amanda shared her talent with Tech Hustlers in creating our magazine cover. Her doodles are far from common and are definitely unique. Want in on the doodle madness? You can find more of her art work at www.AmandaOBrien.com.

Amanda will also be one of the hosts at this years Interactive SXSW Home Room from 9:30-10:30 on the 3/9, 3/11 and 3/12 at the ACC level 3, in Rm 10ab. And on 3/10 at the ACC Level 1, Ballroom BC.



OUR TOP 5

MUST-HAVE APPS FOR SXSW

© FOURSQUARE 2013



Foursquare

I know, I know... this one is a classic, but the trusty app still lets you discover new and popular places with your friends, all while simultaneously making it a fun game.

Users share their location with friends by “checking in” via their smartphone app or by text message. Points are awarded for checking in at various venues. Users can connect their Foursquare accounts to their Twitter and Facebook accounts, which can automatically update when a check in is registered. By checking in a certain number of times, or in different locations, users can collect virtual badges. Finally, users who have checked in the most times at a certain venue will be crowned “Mayor” until someone surpasses their number. Who doesn’t want to be mayor?

Regular attendees at the SXSW conference know that some of the best action tends to happen outside of the convention center walls. All you need to do is open the good ol’ Foursquare app, peep the massive check-ins and let the masses lead you to the bars and parties that are most poppin’ in real time.



Highlight

Although a mobile battery drainer, this app is still one of the top must have apps for SXSW 2013. This hot app burst on the scene last year at SX and ended up being the 2012 people’s choice winner. Although not perfect in terms of UX and design, this app is great at sending you push notifications when you come within a few blocks of Highlight Facebook friends or friends of a friend that you have common interests with. Once you receive the alert, you will be able to message those Highlight users in the area.

As mentioned, the one major downside to this app is that your battery takes an energy beating. If you read our online article before SXSW, then you’re prepared because you’re probably rocking the “all day power” Mophie juice pack (www.mophie.com). Juice up!



Vine

Okay, I have officially jumped on the Vine bandwagon, and I’m excited to see how much fun I can have with it at SX! Vine is Twitter’s microvideo-sharing app for iPhone that offers a simple and user-

friendly experience. It takes only a few swipes of your finger to create one long clip or a video composed of several shorter clips.

You can capture all of your awesome SXSW moments and share them in motion. The Vine app gives you an open window to create short, beautiful, looping videos in a simple and fun way that you can share with your friends and family.

Many are beginning to compare the mobile app to a little known startup called Instagram. Although the numbers are not yet comparing to the jaw-dropping 1.3 million photos that Instagram users shared during Hurricane Sandy, which many considered to be Instagram's big moment, the app is gaining momentum. Vine just might accomplish what many other startups have tried to do, and that is bring social video to the mainstream.



Evernote Hello

With over 65,000 expected SXSW registrants, you're bound to forget

many of the faces, names, and context of the people you are primed to meet. Even worse, what about putting a name to the face the next time you meet again? Address books are just list the people you meet alphabetically, but you don't remember people alphabetically — you want the context, like where you met them, and what you talked about? That's where Hello comes in.

Hello features business card scanning and "Evernote Connect," which uses audio tones to transfer information

among phones that are in proximity to each other and running Hello. So when you are at SXSW and two or more phones are running Hello in the same room, your phones will now be able to exchange contact information and log that an event together is happening within seconds by sending call-and-response audio tones to each other. The audio tone reminds me of the sound my car makes when I lock it. I guess you can say that when you hear that sound this year at SX, you can know that at least two people are locking in a new relationship.



SXSW GO®

Of course, last but not least, how can we forget the official SXSW conference app.

SXSW GO® is the official mobile app for SXSW 2013. The app allows you to view/build/share your schedule, network with other attendees, navigate the trade show, stay connected to the social world and more!

New features for 2013 include Discover and Schedule Sharing!

With SXSW® GO, you also can sync your online schedule with your mobile device, so your info will always be up-to-date!

The app is available for download your iPhone, iPad, or Android. www.sxsw.com/sxswgo



LATINHUSTLERS: SHARED FI AND SQMOS

By Estuardo Robles (tatarobles@americasitforum.com)

Two new mobile services that are showcasing during SXSW are apps that are highly social and highly location-utilizing. SharedFi and SQMOS have one foot in the US market, and another in the Latin American market. Latin Americans and US Hispanics are one of the fastest-growing smartphone demographics and also spend 3x more time on social media sites than the average internet user.



SharedFi

SharedFi is an Android App that allows users to automatically connect to Wifi hotspots around town, and it allows the owners of those hotspots to promote their location while maintaining security. A SharedFi user gains access to secured Wifi hotspots without ever knowing the password. Just launch the app and your current location will allow you to view the nearest SharedFi community hotspots, click on the icons to read more about the venues offering Wifi and decide where to go. If your favorite location is not listed, you can share it and it instantly gets added to the SharedFi map. This app could prove to be very useful for users to have a better access experience during the highly-congested mobile traffic days of SXSW.



SQMOS

SQMOS is a social discovery tool that allows owners of locations to create and promote events and run advertising and promotion campaigns to drive people to them. Users of SQMOS can tie in their Facebook account and customize their profile for better results. When the app is launched, you are able to see events taking place around you, with details, options for sharing and checking in automatically.



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Q & A WITH DINERS CLUB PRESIDENT, EDUARDO TOBON

Q: What was your first job in marketing? How old were you? What were your responsibilities?

A: My first marketing job was at a very early age. I sold popular items and services to classmates while I was in middle school and high school. It varied from marbles to trading cards to transportation. During my senior year of high school, I was given the opportunity to preside over the Year Book. For the first time in the history of my school, I managed to turn it into a meaningful profit via marketing (it was typically subsidized by the school and the parents, with no marketing) and I was 18 years old by the time of our graduation.

Q: Diners Club is a strong International brand, yet isn't as big in the US as it is used to be. Are there plans to "re-launch" the brand here or try to regain its prominence?

A: Diners Club is a storied brand that started an entire category. It was the first multi-purpose charge card in the world. It all began when a man named Frank McNamara had dinner in a New York restaurant, but left his cash in another suit. He resolved never to be embarrassed again and founded Diners Club in 1950, launching a financial revolution in how consumers and companies pay for products and services. Diners Club expanded internationally, and today it is accepted in more than 185 countries and territories. Discover Financial Services purchased Diners Club in 2008, and in 2009 Diners Club launched a new global branding campaign - The Belong Campaign. Since then, we've been introducing the Belong campaign to re-launch the brand in more than 20 markets globally with great success. Our desire is to relaunch in the US, so stay tuned for more news from Diners Club.

Q: Diners Club is associated with luxury and success. How do you feel your team is getting that message across

worldwide? Are there certain events and/or marketing campaigns you do internationally?

A: Today, Diners Club is a globally recognized brand serving the payment needs of select and affluent consumers, offering access to more than 450 airports lounges worldwide, and providing an array of corporate expense management solutions. In addition to our airport lounges, which provide our clubmembers with premium access while they travel, we have identified 3 pillars of importance to our clubmember base, and we provide unique access to events associated with those pillars: Travel, Dining and Entertainment. For example, Diners Club recently sponsored the PGA sanctioned Qatar Masters of golf, and every year we host a ProAm golf tournament with participation from clubmembers around the world. In 2012, we announced a partnership with 20th Century FOX to promote the movie Life of Pi, and offered private pre-release screenings of the movie in 23 countries for our clubmembers. We are also very active in the dining arena as sponsors of the "Diners Club World's 50 Best Restaurants Academy." Through that sponsorship, we are able to provide our franchisees, merchants and clubmembers with access to global and regional VIP gastronomic events... By now, I hope you're searching our website for the nearest place to apply for a card!

Q: I saw on Facebook that Diners Club did a promotion with Life of Pi - A contest to submit photos. Was it a successful campaign?

A: Yes, that was an excellent campaign and we are extremely pleased with the results. In our Belong Campaign, we tell our clubmembers that we want to celebrate their journey through life. Our card is not for those who already arrived, but instead, for those whose journey never ends.

Inspired by Pi's amazing journey in the movie Life of Pi, we asked aspiring photographers to submit a photo of a significant journey in their lives. We received more than 2,000 submissions of amazing quality, and we will be featuring many of them in our advertisements. We gave out five prizes to the top rated entries by our judges (Claudio Miranda, Academy Award nominated cinematographer of Life of Pi, and Andy Anderson, Belong campaign photographer) and three prizes to the top voted entries. The contest generated 10 million impressions overall and significant engagement on Facebook, which resulted in an exponential increase in "Likes" of our Diners Club page.

Q: Being the CEO of a major international brand, it is impressive that you have strong social media initiatives, whereas other major brands (like Applebee's recently with fired waitress) regularly make social media mistakes. How active are you personally in Diners Club social media efforts?

A: I am very active - ask my Head of Marketing and she'll tell you! I am passionate about social media and I like to stay involved since it connects me with our existing clubmembers and prospective ones. Fortunately, I bring relevant experience and good contacts to the table from my previous role. We work together as a team. In social media, there is no pre-determined path and every day there are new tools and knowledge available. It requires everyone's involvement to stay ahead of the curve.

Q: In an overall marketing strategy, how important is social media? (in your opinion)

A: Social media is becoming increasingly important every day. Companies are shifting their marketing budgets

from traditional advertisement to advertisement in social channels such as Facebook and YouTube. People are spending less time in front of their TVs or reading papers and magazines, and more time online through computers and mobile devices. If we want to reach an audience, we need to be where they frequently are. That's why in my opinion, social media is a very important marketing component for most brands.

Q: What's next for Diners Club over the next 5 years?

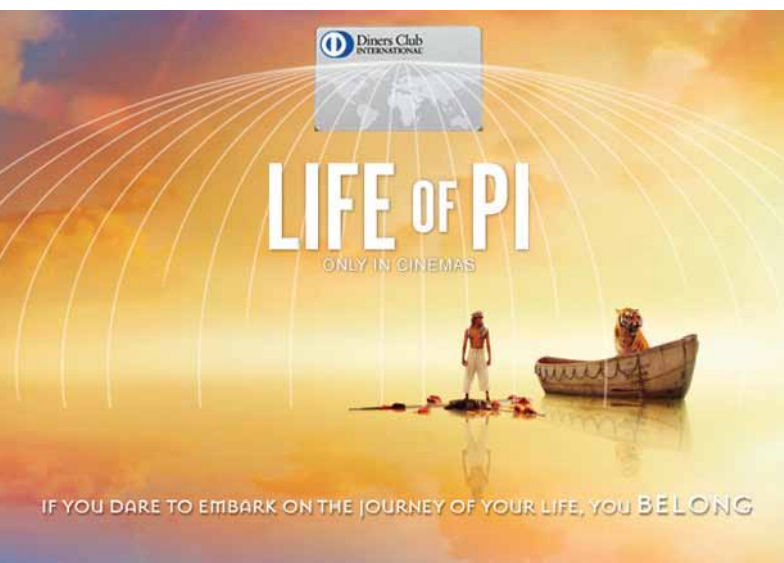
A: We are committed to increasing card acceptance and we're working closely with the merchants to make it happen. We will continue to introduce the Belong Campaign and relaunch the brand in more markets around the world. We were the first multi-purpose card in the world, and most people know about our brand. Now we need to be the first card out of people's wallet for every day purchases.

Q: What about your personal experience? How do you feel your professional experience lends itself to an international brand?

A: I feel that my international experience will be very useful and equips me well for the challenge. The world is a big place, but I have had the fortune to live in many different countries and experience various cultures. I enjoy working with people from all over the world and growing our payments network.

Q: Do you have a favorite social media tool? (Do you personally tweet? use Facebook?) Or is it just business for you?

A: My favorite tool for business is LinkedIn, for more personal and familiar interactions is probably Facebook and I do tweet frequently via @etobon. I'm also a frequent contributor to Diners Club's newly-launched BelieveBelong blog (www.BelieveBelong.com), which brings together our franchise network, corporate leaders, industry experts and others for an open dialogue about trends, key issues and possibilities within our industry.





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