



L-Commerce Platform

The Wireless Connection to Local Retailers

go2®'s L-Commerce solution is an innovative mobile commerce platform that brings new levels of convenience to the consumer and the merchant via the carrier network. go2 seamlessly enables consumers to transact with local merchants, improving customer satisfaction and reducing operational burdens.

What is "L-Commerce"?

While mobile commerce has traditionally focused on enabling the consumer to transact with e-commerce sites, L-Commerce (Location-Commerce) enables the mobile consumer to locate, purchase, and receive goods and services from real world locations.

With the advent of go2's location commerce enterprise platform, the mobile device serves as a medium for merchants to both promote and sell their goods and services prior to the consumer reaching the point-of-sale. While many services claim to offer the same benefits to the merchant, only go2 truly closes the transaction loop with real world businesses.

The L-Commerce platform is a business and architectural model, comprised of server-based applications, that enables the consumer to access the merchants' point-of-sale system via any web enabled mobile device. By working with major wireless carriers, go2 ensures complete interoperability with their individual L-commerce initiatives.

go2's L-Commerce consumer application presents the merchant's goods and services and integrates into point of sale systems. go2 also provides secure payment and billing solutions, which are customizable for both the merchant and consumer.

Benefits of L-Commerce

With the establishment of go2's turnkey L-Commerce mobile transaction service, go2 serves as the merchant's Location, Information, and Commerce pipeline to the mobile consumer. The service validates the core value proposition of the wireless web: connected mobile phones and devices are always with the consumer. These devices enable the mobile consumer to take advantage of an explosive new medium for services traditionally offered to consumers who happen to walk into a merchant's store.

go2 extends the merchant's reach by connecting with consumers who are near the point of purchase and ready to buy, while providing the merchant with a virtual storefront in every mobile connected device.



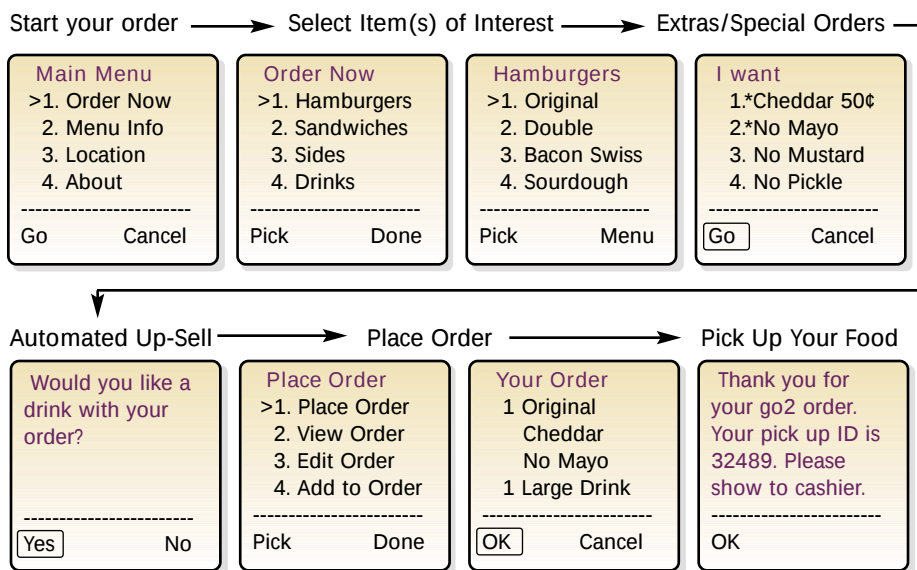
L-Commerce Platform

L-Commerce Features and Benefits

L-Commerce creates a direct link between consumers and retailers.

Features	Benefits
• New revenue channel for merchants/carriers	• Increased 'turn' at peak hours • Higher check averages ('Cash-less' vs. 'Cash' transactions) • Higher average margins (Due to combos, automated up sell features)
• Automated operations (Ordering, Payment)	• Labor savings
• Turnkey solution	• Easy to integrate with POS system • Affords system flexibility
• Intuitive user interface	• Promotes user adoption and loyalty
• Purchase validation and confirmation	• Reduced chance of error • Increases consumer confidence
• Integrated mobile wallet solution	• Secure sales environment

Ordering using L-Commerce is easy:



18400 Von Karman • Suite 320 • Irvine • CA• 92612
 949.553.0800 phone • 949.553.0088 fax • www.go2online.com

