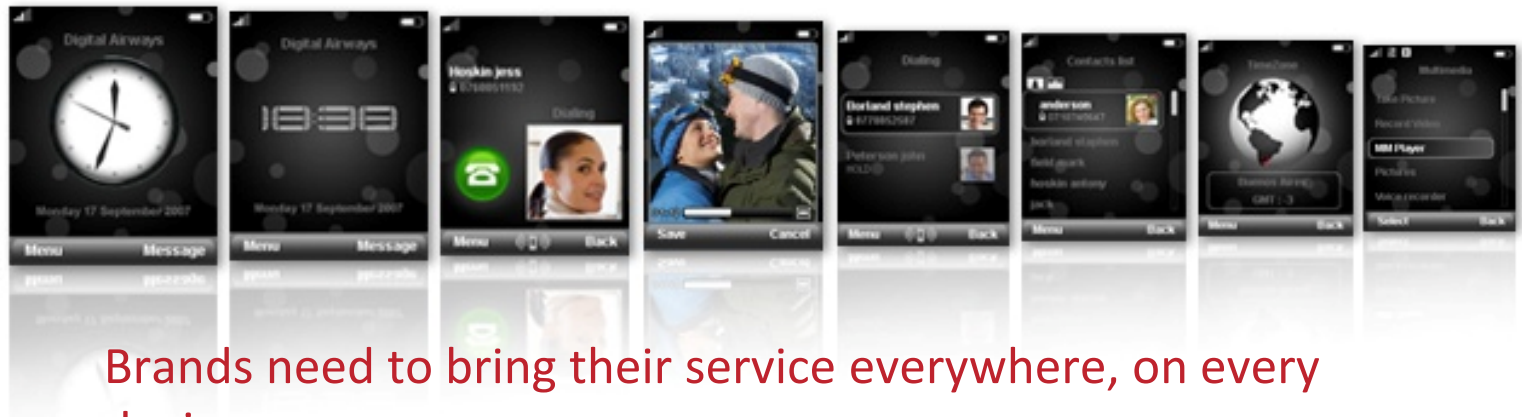
The background of the slide is a vibrant, abstract digital composition. It features a grid of thin, intersecting lines in various colors (blue, purple, green, yellow) that create a sense of depth and connectivity. Scattered throughout are numerous binary digits (0s and 1s) in a light blue or white color, some appearing as if they are floating or falling. There are also several large, semi-transparent spheres in shades of blue, purple, and orange, some of which contain smaller, more detailed digital elements or reflections. The overall aesthetic is futuristic and high-tech, representing the digital nature of the user experience being discussed.

# Deploying a Brand's User Experience everywhere, on any device, in record time.

Presentation of the  
Kaleido  
User Experience  
solution

For the  
MEX Design  
Competition

## The issue



Brands need to bring their service everywhere, on every device.

However, the increasing fragmentation of the mobile market makes this objective unattainable.

## Typical use cases

### Yahoo!™

- Deploy Yahoo! Go on all platforms and devices, including proprietary or closed systems such as feature phones.

### Motorola™

- Develop Disney™'s user experience for all its platforms.

### Google™

- Offer a development platform that dramatically reduces the development time of new applications taking advantage of Google's infrastructure.

## Typical use cases (cont'd)

### Nokia™

- Enable operators to provide customized user experience mixed with Nokia's UI, on all the phones.

### Facebook™

- Provide a Facebook service to tier-1 and tier-2 manufacturers.

### Orange™

- Create a sophisticated user experience page that can easily be integrated by phone manufacturers, including on feature phones.

However, the mobile world is fragmented, and it's not about to improve.

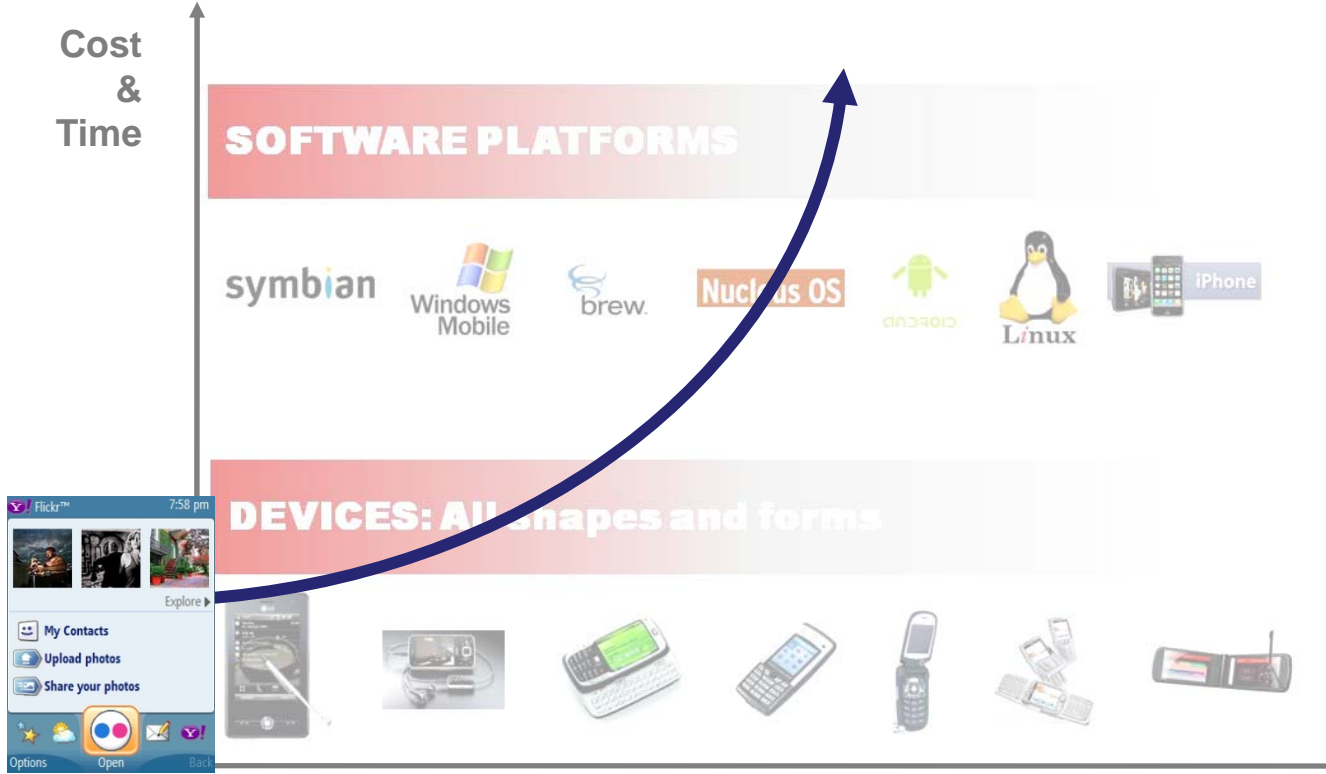
## SOFTWARE PLATFORMS



## DEVICES: All shapes and forms



The fragmentation severely limits the reach of an brand: the service must be largely redeveloped on each platform, so deployment quickly stalls.



## Addressing the issue of portability in a fragmenting world.

The issue of fragmentation will be addressed by adopting a different way to create User Experiences.

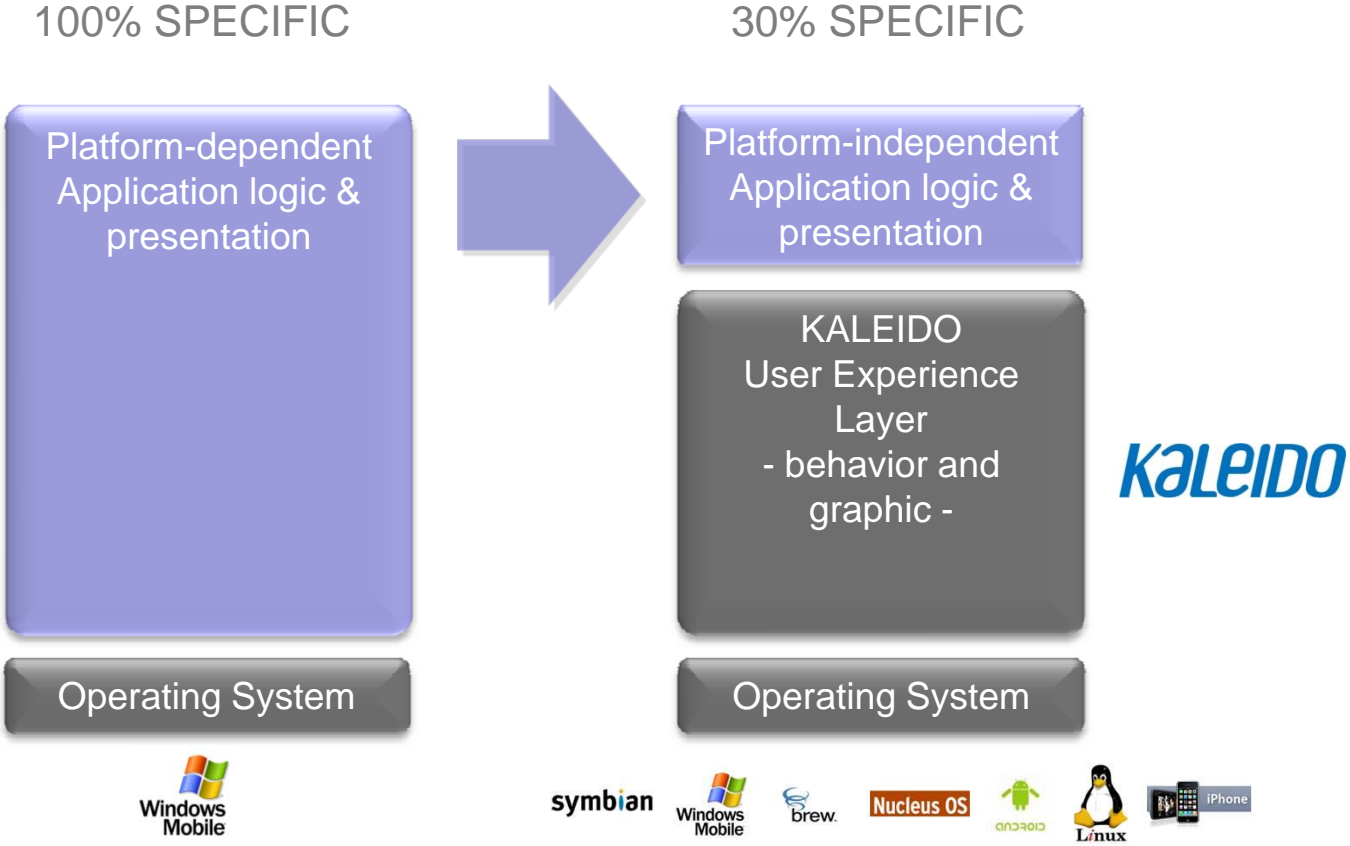


Current platforms define the User Experience only at the graphic level. Hence, an application is always 100% specific, which prevents economies of scale.



100% specific

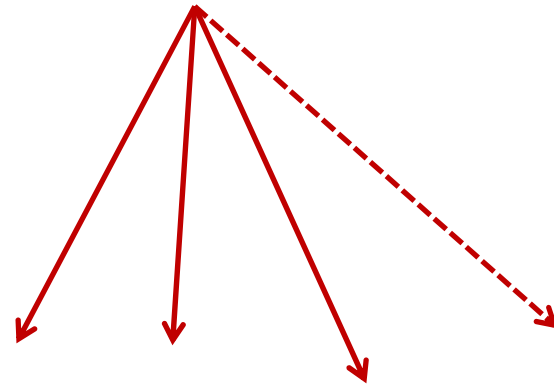
**Kaleido is a User Experience solution that takes care of all generic parts of a mobile application. This means a significant reduction of specific code, and platform availability.**



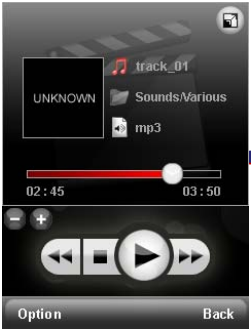
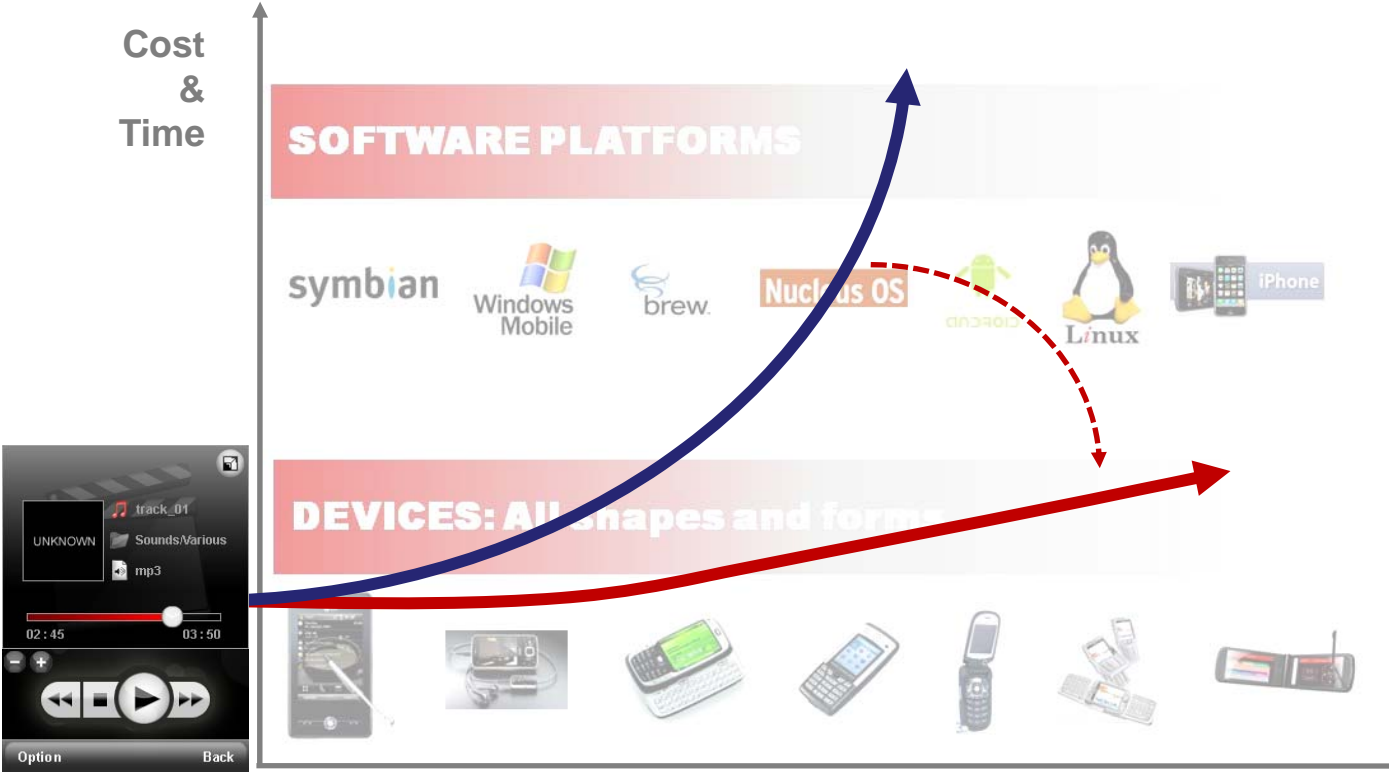
The User Experience is created for Kaleido, not for the platform. As a result, it becomes highly portable, all the more so because Kaleido itself is highly portable.



*Kaleido*



As a result, the issue of fragmentation is addressed, and the brand's user experience can be deployed across all platforms consistently and cost-effectively.





# *KALEIDO*

**Deploying Brands User Experience  
Everywhere, on Any Device, in Record Time.**



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