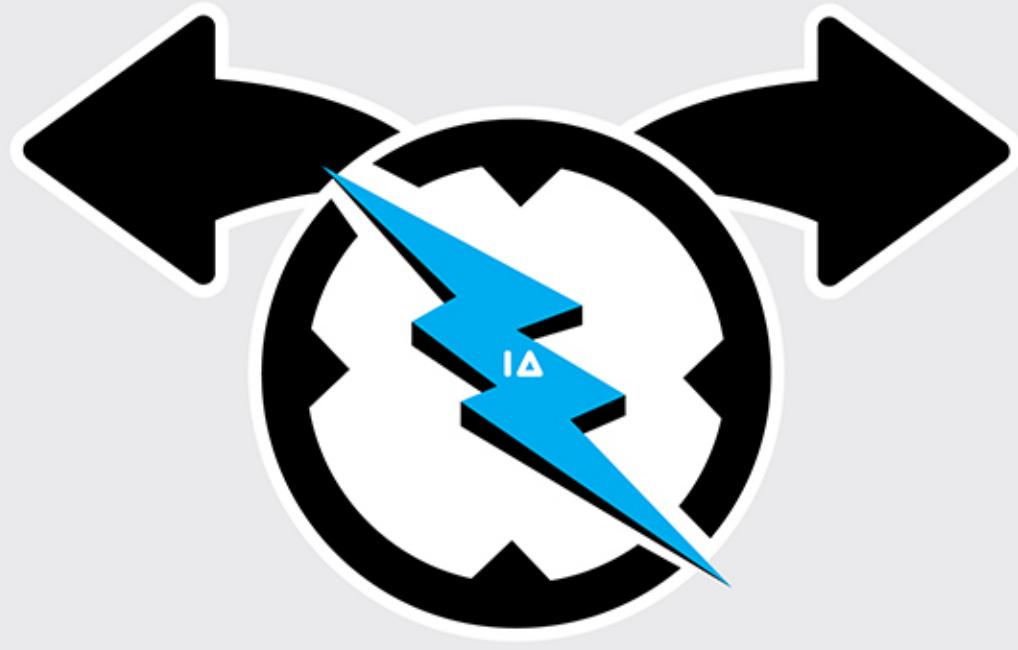


kNOW Plans™
Impulse Alert™ Technology



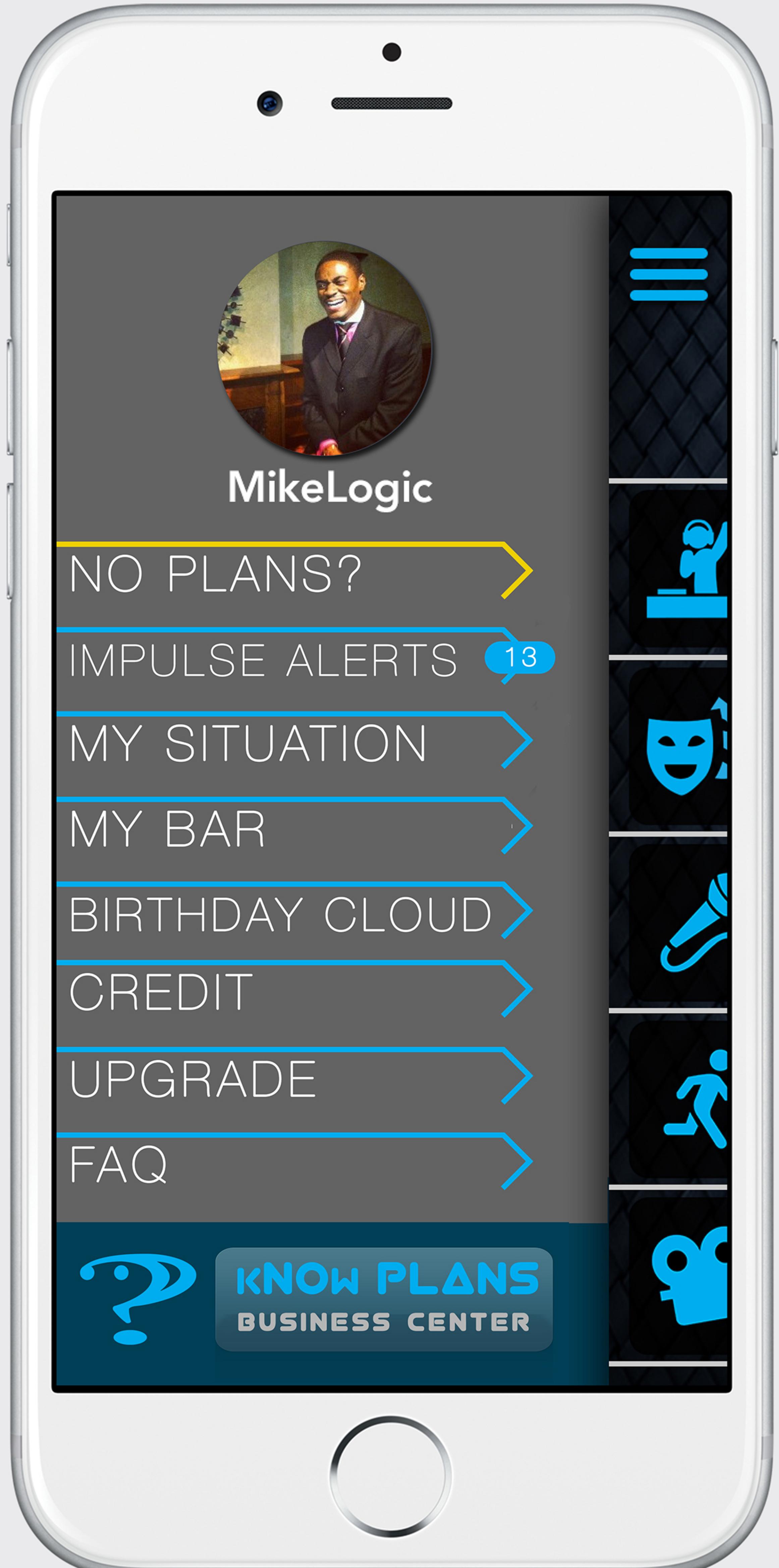


kNOW Plans™ Impulse Alert™ Technology

Impulse Alerts can be described two different ways:

1. A little digital hostess that reaches out to greet kNOW Planners that are within a certain range of your event
2. highly efficient little billboards that make themselves visible to kNOW Planners that are already inside your event location

kNOW Plans Main Menu will show an IA Indicator with the number of alerts you have received. Impulse Alerts are specific to your current geo-location. The promoter controls the length of time you are able to view & capitalize on an IA.

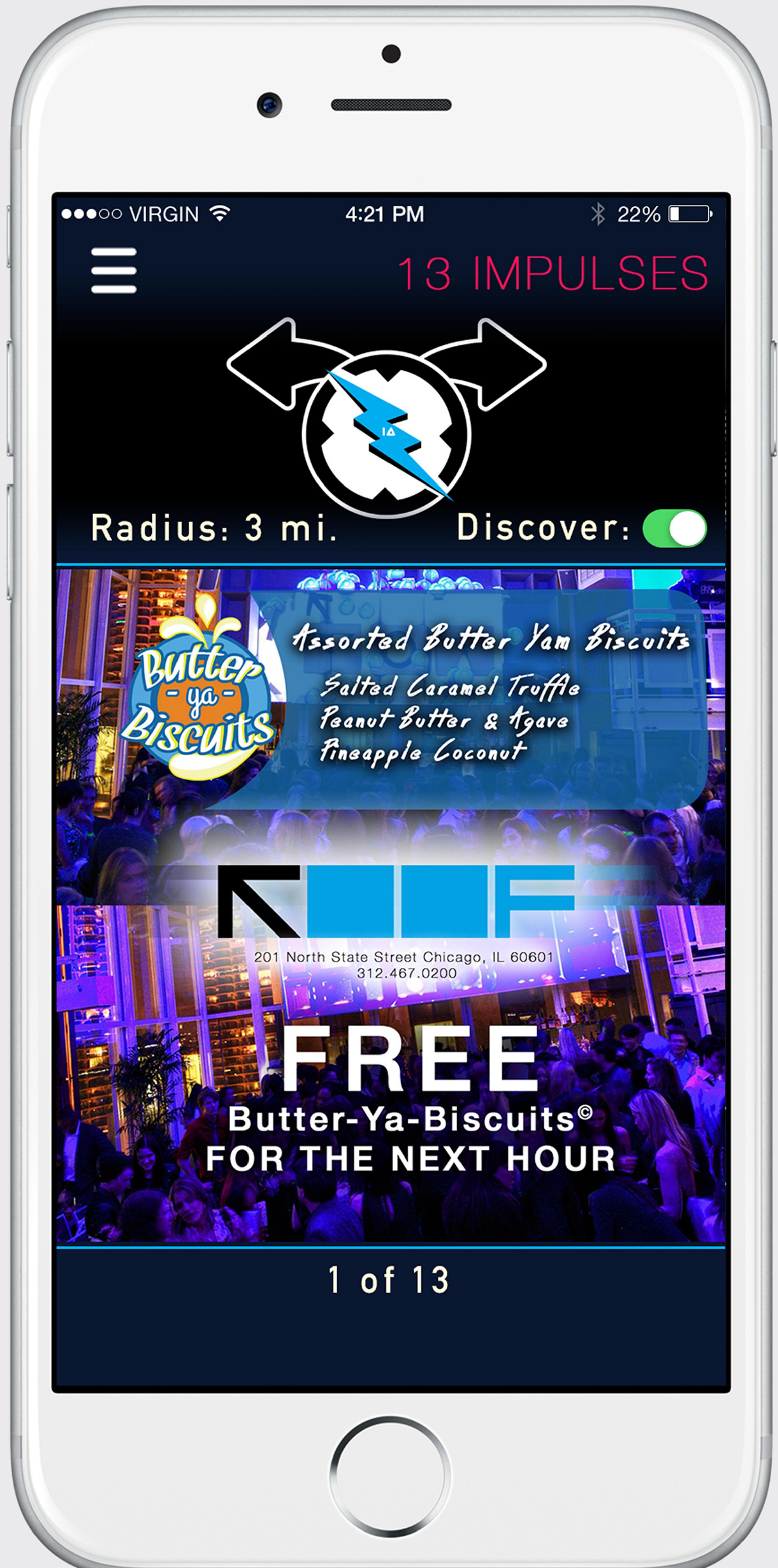


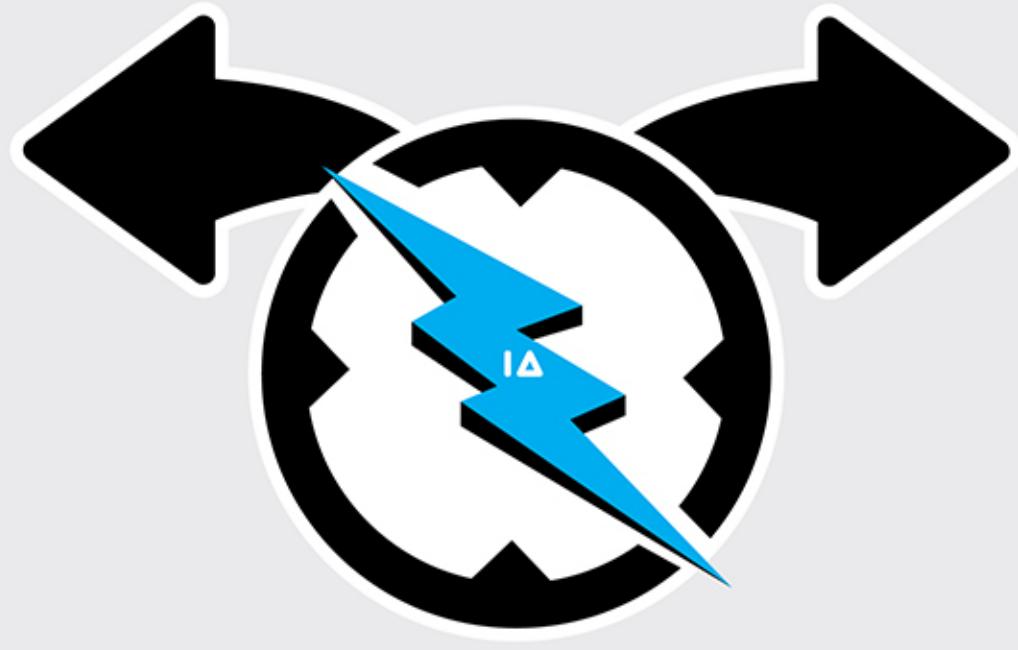


Impulse Alert™ Walk Mode

Impulse Alert User Interfaces operates in "Walk Mode" and "Driver Mode". kNOw Plans detects whether you are driver or walking/standing still and automatically toggles between modes.

- Drag IA icon to the left or right to traverse through your alerts.
- "Discovery" toggles your desire to receive Impulse Alerts.
- Touch to graphic to view modal window of any extra details
- Impulse Alerts can come at anytime during your use of kNOw Plans. When a new IA is first received, a fullscreen alert covers your screen that looks quite similar to IA's "Walk Mode".

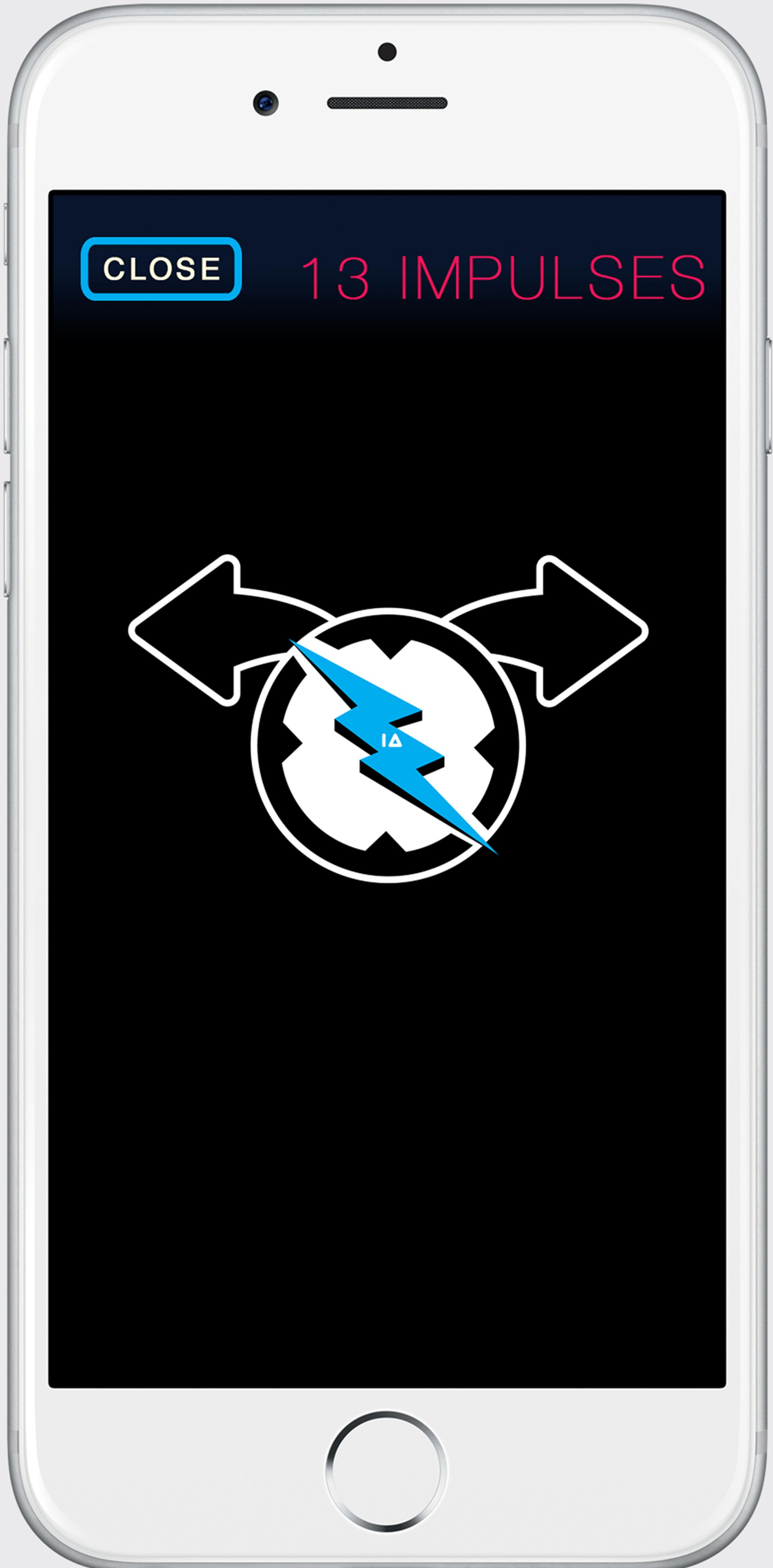




Impulse Alert™ Driver Mode

Impulse Alert User Interfaces operates in “Walk Mode” and “Driver Mode”. kNOW Plans detects whether you are driving or walking/standing still and automatically toggles between modes.

- Drag IA icon to the left or right to traverse through your alerts.
- Impulse Alerts play the recorded audio message that is associated with the current Impulse Alert.
- Designed so you don't have to look at the screen while being informed of kNOW Plans events around you. When you drag to go to the next IA audio prompts are play to let you know if you traversed “Previous Alert” or “Next Alert”.





Impulse Alert™ Quick Form

An Impulse Alert can be created by completing one simple form inside the kNOw Plans Business Center module of the app.