



## mIQ FROM BEST BUY MOBILE

Mobile technology is pretty amazing, but getting the most out of it can sometimes be challenging. mIQ was created to make it easy for users to unleash the potential of their mobile phone.

mIQ from Best Buy Mobile helps users sync their contacts, text messages, calendar events, calls, photos, videos, and internet favorites from their mobile phones to their private web-based mIQ account. Once in sync, the user can backup and interact with their information, share their experiences with friends and social sites, and restore their content when moving from one phone to the next.

Content instantly transfers between the phone and the web without requiring any user interaction – ensuring users are always backed up and have access to the most up-to-date information.

### **BACK-UP & SYNCHRONIZE:**

- Your mobile phone contacts, text messages, calendar events, calls, photos, videos, voicemail and Internet favorites – backed up, synchronized, and always accessible on the web

### **ACCESS & INTERACT WITH:**

- Elegant, web application enabling you to interact with and manage your contacts, text messages, calendar events, calls, photos, videos, phone settings, and applications
- Automatic contact sync between your phone and the web – displayed online in a network address book where your communication history with a person is integrated into the contact details
- Ability to read, reply, and create new text messages from your computer – threaded by conversation for an instant messaging-like experience
- Calendar sync between the phone and the web for new, edited, or deleted calendar entries
- Photo and video applications where you can view, edit, organize into albums, and share the media items that automatically upload from your phone
- Visual voicemail access from your computer
- Phone Internet favorites – configured from the web

### **SHARE:**

- Photo and video sharing with friends via SMS or e-mail
- Automatic or single-click photo and video uploads to Facebook, Twitter, Flickr, and FriendFeed,
- Mobile status sharing directly to Facebook and Twitter
- Personalized public page for sharing photos, videos, and mobile status

### **RESTORE:**

- Automatic transfer of contacts, calendar events, and Internet favorites from your old phone to your new one



### Manage your mobile life

Free and easy online access to all of your mobile info with mIQ

### **Key information & resources**

**Availability:** Roll-out starting on October 12

#### **Mobile platform support:**

- **BlackBerry OS 4.2+** (i.e. 9700, Tour, Storm 1 & 2, Bold, Curve 1 & 2, Pearl);
- **Windows Mobile 6.x** (i.e. Samsung Omnia II, HTC Touch Pro 2, HTC Imagio, Sony Ericsson XPERIA 2);
- **Symbian S60 3rd & 5th Editions** (i.e. Nokia N97, Nokia 5800 Xpress Music, Nokia E71)

**Cost:** FREE for 1 GB of storage

#### **Discovery and sign-up:**

- **In-Store:** Walk Out Working smartphone setup
- **Online:** <http://miqlive.com>
- **Mobile:** <http://m.miqlive.com>

#### **Available resources:**

- Logos: <http://media.miqlive.com/press/miq-logos.zip>
- Screenshots: <http://media.miqlive.com/press/miq-screenshots.zip>

#### **Quotes:**

“Best Buy Mobile is about more than phones and accessories – it’s about complete, end-to-end mobile solutions that enable users to discover and get the most out of their mobile experiences, regardless of what phone they use or what network it runs on. Connected services like mIQ are a key component that allows Best Buy Mobile to attain that goal and deliver against its customer promise of being there through the life of the phone.”

**Mark Mosiniak, Best Buy Mobile, Director**

“Smartphone technology allows our customers to do some pretty amazing things, but sometimes all the great features can be overwhelming, as a result, customers have a hard time getting the most out of their devices. mIQ creates significant value for our customers by allowing them to easily manage their data, share their mobile experiences and get the most out of their mobile life.”

**Scott Moore, Best Buy Mobile, VP of Marketing**