

hello



independent mobile

imo advisor overview

hello



The phones

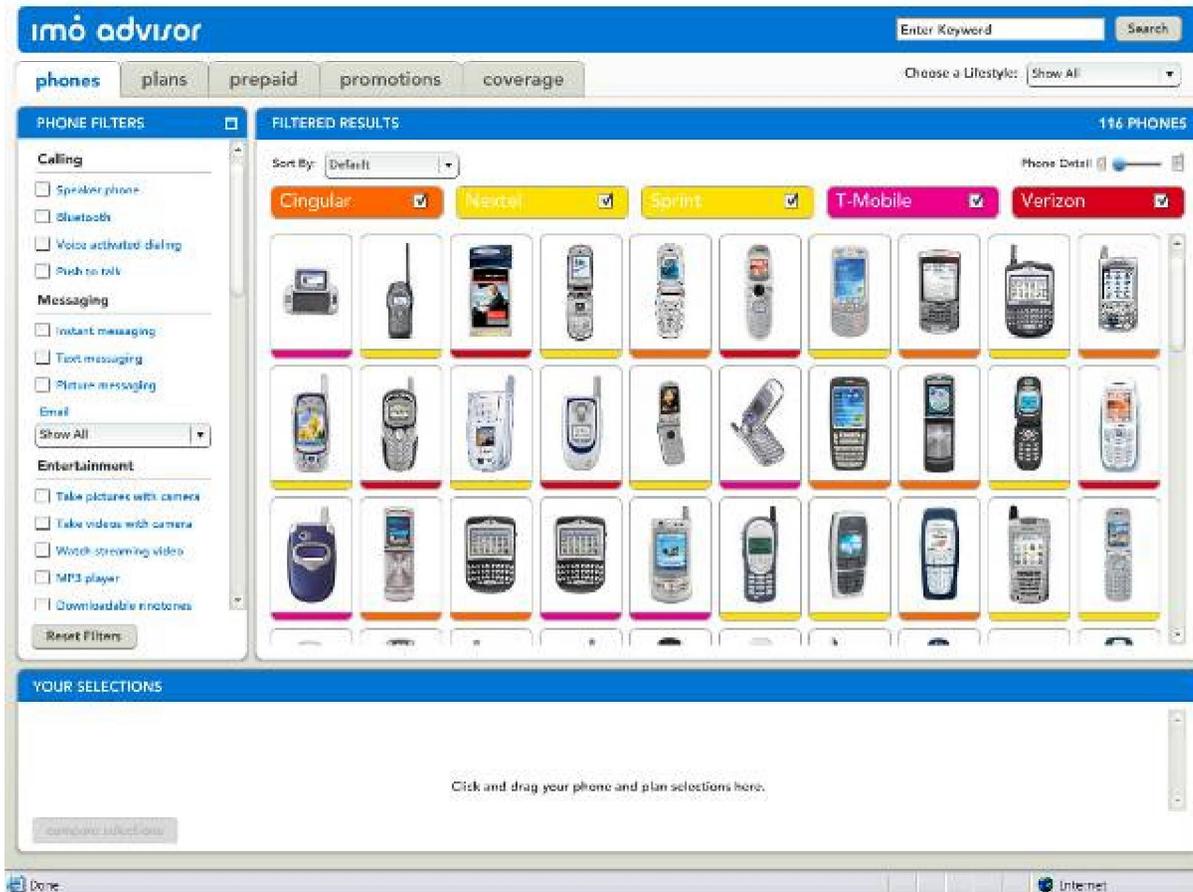
The plans

The carriers

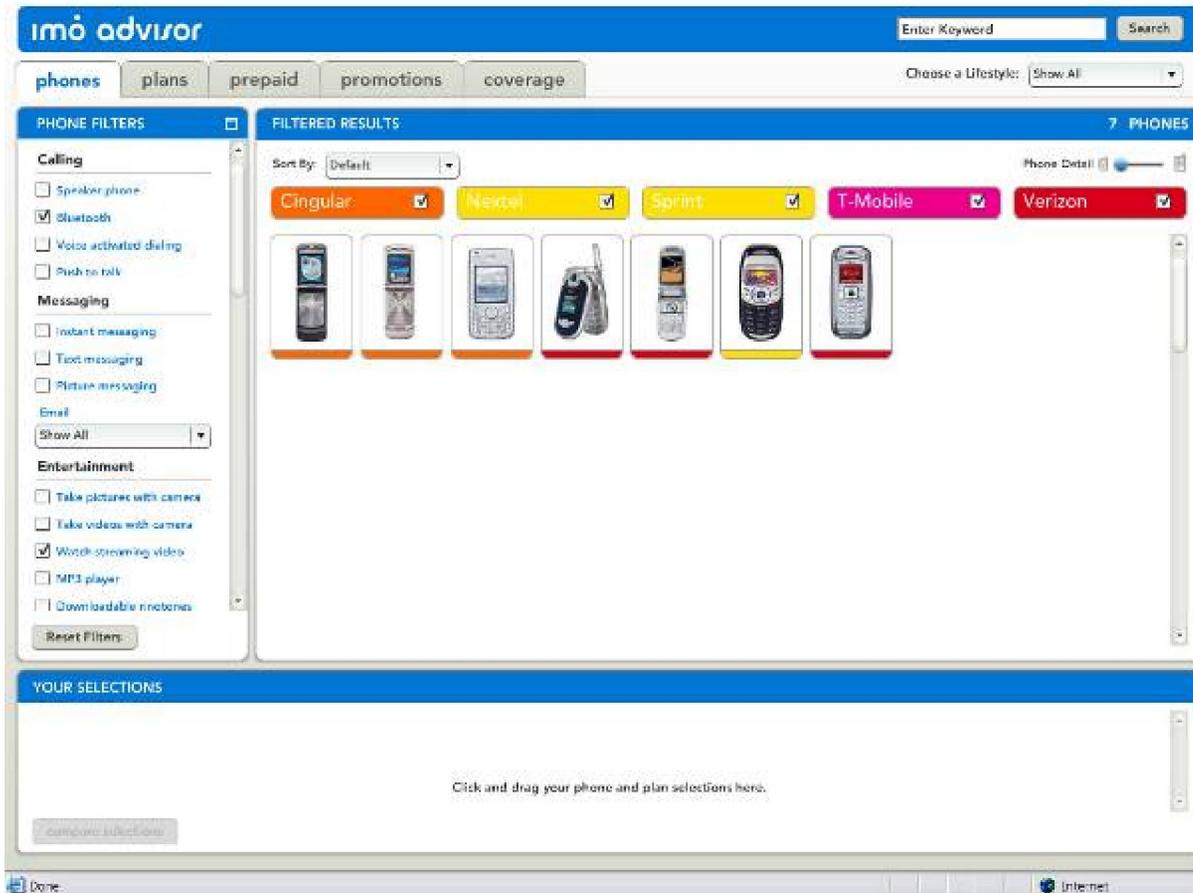
The coverage

At your fingertips

imò advisor overview



- IMO Advisor is a software tool available at IMO stores for customers to use on their own or with IMO store associates
- IMO Advisor provides information on phones, plans, prepaid phones/plans, promotions and coverage maps
- A keyword search provides an easy way to find specific products
- IMO Advisor has about 100 phones available to explore, a counter keeps track of how many phones match your criteria



- Phone filters are used to narrow down the selection of phones that match your criteria
- Each filter has a brief description (provided during a roll-over) and often highlight new capabilities in cell phones
- Every time you click on a filter, the selection of phones changes to reflect the new criteria
- You can indicate your preference for carriers by turning on and off each carrier
- Matching phones can be sorted by price, carrier or manufacturer

The screenshot shows the 'imo advisor' website interface. At the top, there is a search bar with the text 'Enter Keyword' and a 'Search' button. Below the search bar are navigation tabs for 'phones', 'plans', 'prepaid', 'promotions', and 'coverage'. A 'Choose a Lifestyle' dropdown menu is set to 'Show All'. The main content area is titled 'PHONE DETAIL' and features a 'Back' button. On the left, there are 'PHONE FILTERS' categorized into 'Calling', 'Messaging', and 'Entertainment'. The central focus is the 'cingular WIRELESS' and 'MOTOROLA' logos, followed by the 'Razer V3' product name. A description states: 'One of the thinnest flip phones in the world. This feature packed, quad band GSM phone sports a sleek metal design, dual color displays, a VGA camera, long range Bluetooth, and MPEG4 video clip playback.' Below the description are 'Add to Selections' and 'Phone demo' buttons. A 'specifications' table is displayed, and to the right is an image of the Motorola Razer V3 phone. Below the image, the product name 'Motorola Razer V3' and 'Product Price: \$199.99' are listed. At the bottom, a 'YOUR SELECTIONS' section contains the instruction 'Click and drag your phone and plan selections here.' and a 'compare selections' button.

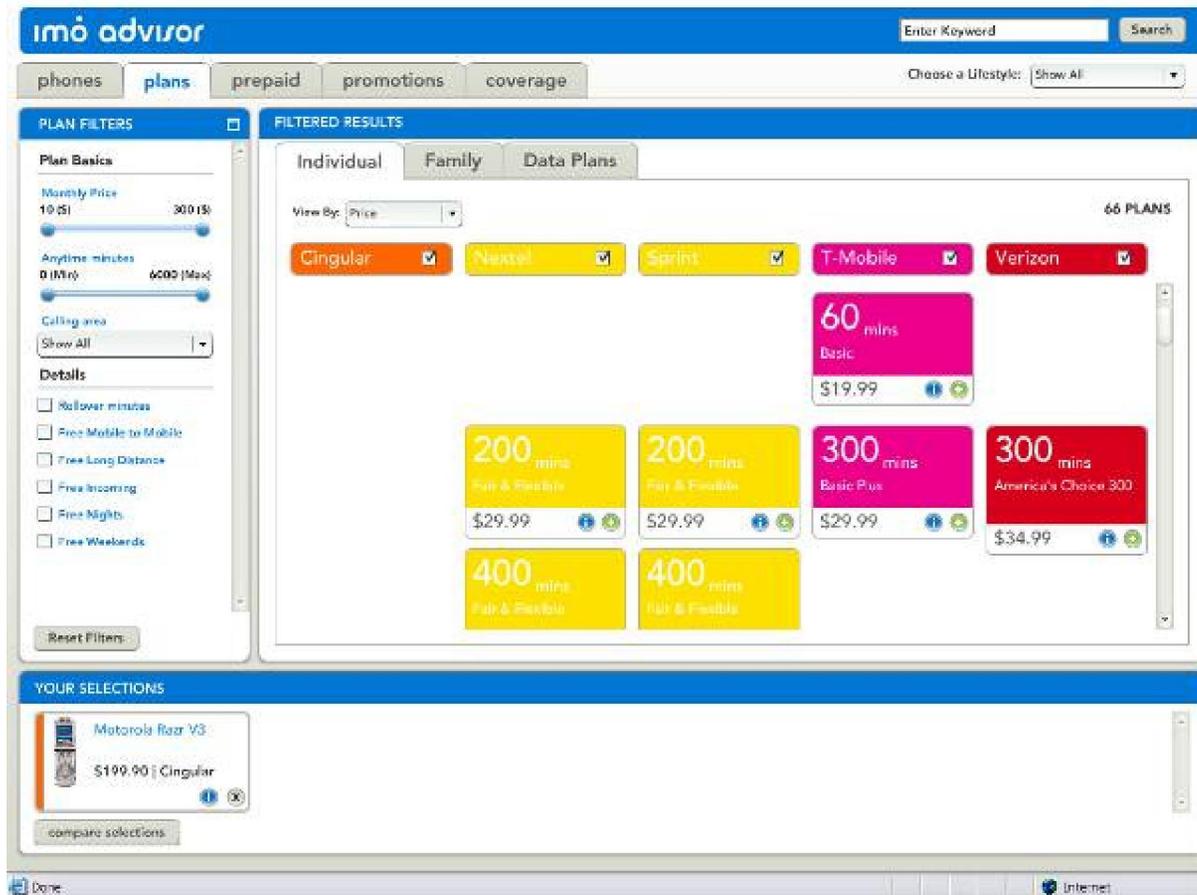
specifications	features	included accessories
Network Type	GSM 1900, GSM 900, GSM 1800, GSM 850	
Colors	Silver	
Antenna	Internal	
Phone Design	Flip	
International Phone	Europe, Asia, North America	
Product Category	Phone	

- Clicking on a phone provides detailed information, including a summary of how the phone matches up against the filters, links to phone demos, and pricing information
- You can add a phone to “Your Selections” to compare it to other phones

The screenshot shows the 'imo advisor' website interface. At the top, there is a search bar with the text 'Enter Keyword' and a 'Search' button. Below the search bar are navigation tabs for 'phones', 'plans', 'prepaid', 'promotions', and 'coverage'. A 'Choose a Lifestyle' dropdown menu is set to 'Show All'. The main content area is titled 'YOUR SELECTIONS' and displays three phone models: Cingular Motorola Rizr V3 (\$199.00), Verizon Motorola e815 (\$149.00), and Sprint LG PM-325 (\$49.00). Below the phone listings is a 'PHONE FILTERS' table comparing various features across the three models.

PHONE FILTERS	Cingular Motorola Rizr V3	Verizon Motorola e815	Sprint LG PM-325
Calling			
Speaker phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bluetooth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Voice activated dialing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Push to talk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Messaging			
Instant messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Text messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Picture messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email	IMAP4 POP3		
Entertainment			
Take pictures with camera	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Take videos with camera	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Watch streaming video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MP3 player	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Downloadable ringtones	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Downloadable games	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- By comparing the phones, you can see a head to head lineup of the major features of each phone and further narrow down your selections
- A store associate can provide live demo phones to try out while you browse through IMO Advisor



- Plans are grouped as Individual, Family or Data in IMO Advisor
- Within each grouping, the plans are sorted by price or usage (minutes or data) so you can easily compare similar plans across all the carriers
- A plan counter keeps track of how many plans match your criteria
- Plan filters can be used to find specific plan features like free nights and weekends

The screenshot shows the IMO Advisor website interface. At the top, there's a blue header with the 'imo advisor' logo and a search bar. Below the header, there are navigation tabs for 'phones', 'plans', 'prepaid', 'promotions', and 'coverage'. The 'plans' tab is selected. The main content area is titled 'PLAN DETAIL' and features a 'Back' button, 'PLAN FILTERS' (Plan Basics, Details, Refund, Free Mobile to Mobile, Free Long Distance, Free International, Free Nights, Free Weekends), and a 'verizon wireless' logo. The plan being viewed is 'America's Choice Family Share Plan 700' with a monthly price of \$69.99. A map of the United States is shown to the right. Below the plan name, there's a description and an 'Add to Selections' button. A table lists plan details:

details	features	options	terms & conditions
Anytime Minutes	700 mins		
Monthly Price	\$69.99		
Additional Minute Charge	\$45		
Length of Contract	2 year		
Night Hours	(M-F): 9:01 p.m. - 5:59 a.m.		
Weekend Hours	12:00 a.m. Sat. - 11:59 p.m. Sun.		
Activation Fee	\$0.00		

Below the plan details, there's a 'YOUR SELECTIONS' section with a 'Remove Selections' button and a note: 'Click and drag your phone and plan selections here.'

- Clicking on a plan provides detailed information including pricing and all the available plan options like text messaging bundles and video streaming services, along with their monthly costs
- IMO Advisor tracks your base monthly plan price with options as you select them
- You can add a plan to “Your Selections” to compare it to other plans

imo advisor Enter Keyword Search

phones plans prepaid promotions coverage Choose a Lifestyle: Show All

YOUR SELECTIONS

compare phones
compare plans
compare prepaid

Cingular Nation 700 FamilyTalk with Rollover \$69.99 | 700 mins
Verizon America's Choice Family SharePlan 700 \$69.99 | 700 mins
T-Mobile FamilyTime Basic 1000 \$69.99 | 1000 mins
Nextel National Business 1000 \$55.99 | 1000 mins

PLAN FILTERS

Plan Basics	Cingular Nation 700	Verizon America's Choice Family SharePlan 700	T-Mobile FamilyTime Basic 1000	Nextel National Business 1000
Monthly Price	\$69.99 (\$)	\$69.99 (\$)	\$69.99 (\$)	\$55.99 (\$)
Anytime minutes	700 (Min)	700 (Min)	1000 (Min)	1000 (Min)
Calling area	National	National	National	National
Details				
Free Long Distance	•	•	•	•
Free Incoming				
Free Weekends	•	•	•	

Back Done Internet

- By comparing the plans, you can see a head to head lineup of the major features of each plan and further narrow down your selections

The screenshot displays the IMO Advisor website interface. At the top, there is a navigation bar with the logo 'imò advisor' and a search bar. Below the navigation bar, there are tabs for 'phones', 'plans', 'prepaid', 'promotions', and 'coverage'. The 'coverage' tab is selected. The main content area is titled 'COVERAGE MAPS' and features a sub-tab for 'prepaid carrier coverage'. On the left side, there is a form for 'Current Zip Code: 43219' with a 'Change Zip Code' field and a 'Change' button. Below this, there are sections for 'National Coverage' and 'imò Drive Test'. The main area contains five map panels, each representing a different carrier: Nextel (yellow), Sprint (yellow), T-Mobile (pink), Verizon (red), and Cingular (orange). Each map panel shows a map of the Columbus, Ohio area with coverage areas highlighted in the carrier's respective color. The maps are arranged in a grid, with Nextel and Sprint in the top row, and T-Mobile, Verizon, and Cingular in the bottom row. Each map panel has an 'Enlarged View' button at the bottom.

- Checking coverage maps to make sure you can use your phone effectively is an important step in selecting a carrier
- IMO Advisor includes national coverage maps for each carrier indicating coverage areas as marketed by the carriers.

hello



independent mobile

All the phones

All the plans

All the carriers

*The prices you expect -
The service you deserve*

imo advisor overview