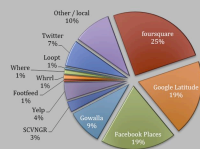


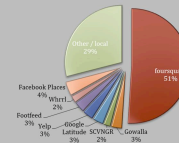
LBMA EMEA Survey 2011 – The Results

Most used check-in application

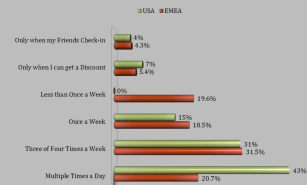
EMEA



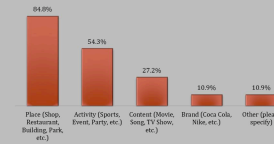
USA



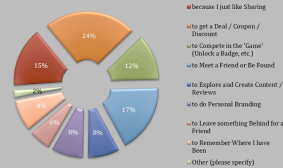
Check-in Frequency



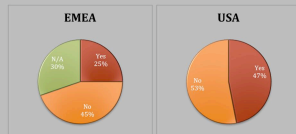
What would you check in TO?



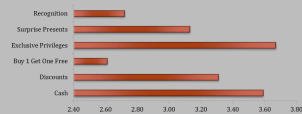
I check in...



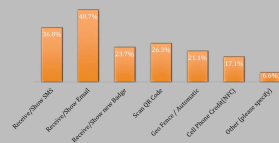
Companies planning a location based campaign



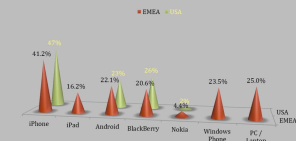
What loyalty reward do you value most?



How would you like to redeem your reward?



Mobile Phone Usage



Survey Demographics

