

Innovation isn't static. Why should the software that powers it be?
Brightidea Mobile brings innovation to the palm of your hands.

Take the power of the enterprise with you, wherever you go.

The virtual office is about mobility, access, and connectivity. Now, Brightidea Mobile offers unprecedented connectivity to corporate innovation communities around the world.

Developed by Brightidea Labs™ Brightidea Mobile is modeled after the company's flagship product, WebStorm, and is available for public or private use on enterprise-wide or individual campaigns.

With Brightidea Mobile, users can navigate between multiple accounts, campaigns and ideas, performing the following functions: post, comment, vote and share.



POST



COMMENT



VOTE



SHARE

WebStorm is available on iPhone and Android platforms.

Users of Apple's iPhone and iPad can quickly traverse between multiple WebStorms through the familiar iPhone interface and simple navigation menu with built-in access to all accounts, campaigns, ideas, and comments. With Brightidea Mobile, users can view, post, comment, vote, and share ideas as well as use Brightidea's corporate micro-blogging feature that allows users to post and follow activity within their innovation community.

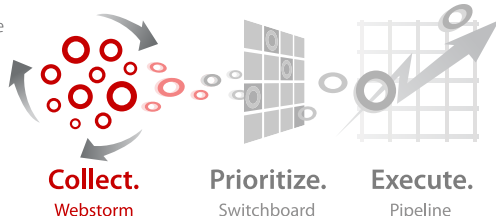
Brightidea on Smartphones

Brightidea's mobile version of WebStorm is available on Smartphones through its mobile version of WebStorm. Manage a profile, view campaigns, post and share ideas seamlessly through your mobile browser.

* Additional fees apply. Speak to a Brightidea Representative to learn more.



Idea Lifecycle



“Now we can submit, comment, and vote on ideas right from our mobile devices and even outside the office and after work hours. We believe the viral aspects these apps will greatly increase participation in our innovation program.”

- Ann Marie Dumais, SVP,
New Product Introductions
Leader at Nielsen

For an online demo and more information
contact Brightidea today at 212-594-4500
<http://www.brightidea.com>

Get Involved. View lists of all active campaigns and ideas.

Stay Informed. View ideas in simple, easy to navigate lists.

Take Action. View ideas and vote to promote or demote.

Speak Up. View comments, and add your own to the discussion.

Contribute. Draft and post ideas.

Promote. Share ideas you like via email.

See And Be Seen. Post and follow activity in your innovation community with Brightidea's corporate micro-blogging feature..