

the**LIFT**

We are an innovation group.

We blend **creativity** and **technology** to
deliver powerful interactive experiences that
achieve remarkable results.



North American HQ
San Diego, US



South American DQ
Buenos Aires, Argentina

We help large companies create and innovate



Bank of America.



AMERICAN
EXPRESS

MASCO

QUALCOMM®

SONY®
make.believe



life
technologies™

We help start-up companies conceive,
design, and build products.



Acquired



Acquired



Funded



Funded



Funded (beta)



Concept In-Progress

“theLIFT has delivered several great product concepts with top notch design for me over the past 8 years.”

Samir Singh | Former Founder ContentScan and

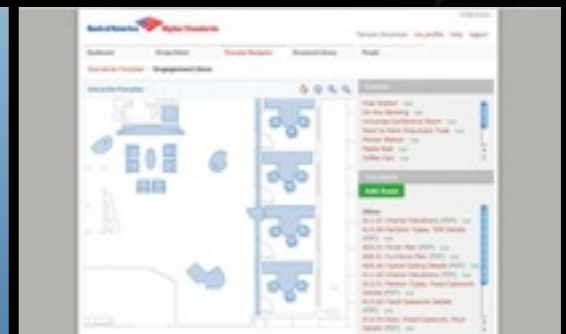
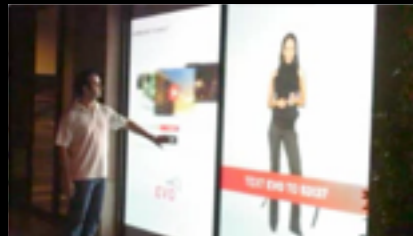
“You guys are the Chuck Norris of Retail Interactive”

Lisa Gonzalez | Retail Video and Interactive Manager
Sony Electronics

“Working with theLIFT team accelerated our product development process and helped us achieve our funding goals. They add significant value with rapid design and product thinking throughout the delivery process.”

Alain Demour | Director of Product Poken and Thingle

Core Capabilities



Interactive



The Perfect Match

Meet Louise. She's found her perfect match — a more ways than one. Sister, Boss, Kidney transplant survivor, Louise is a happy member of the Life Technologies Protein Management Office team and an inspired champion for organ donation. Learn more at donorlife.net


At Life Technologies, a global biotechnology tools and solutions company, we believe in the power of science to transform life and the power of people to make it happen. Join us and contribute your scientific, engineering, business or other unique skills to help us make life even better. EOE Life Even Better™

Just Call:
Text LIFEJOBS to 82442
or visit online at 64.702.480.3302
lifetechnologies.com/careers



THE
BREAKTHROUGH OPEN
EXPERIENCE

Start Exploring
GO!



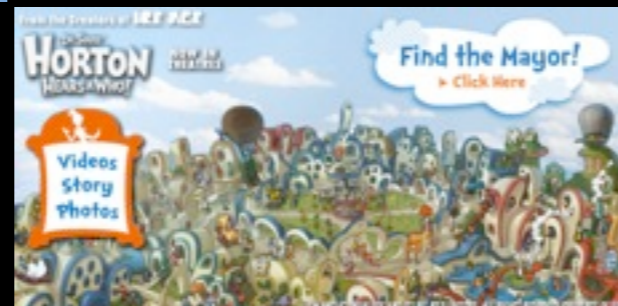
From the Creators of **LEET PEX**

HORTON

MEETS WHO?

Find the Mayor!
Click Here

Videos
Story
Photos



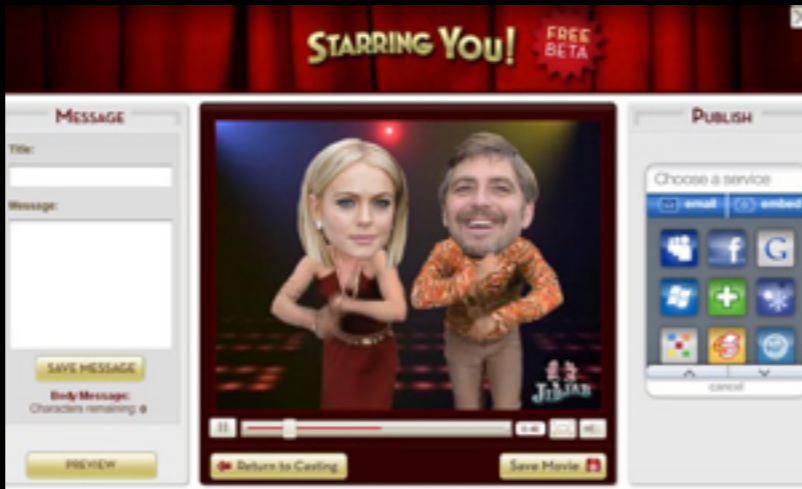
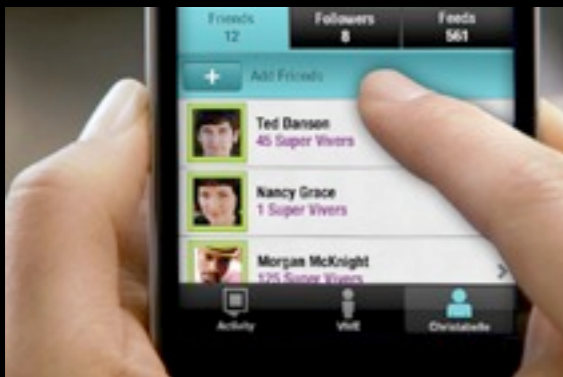
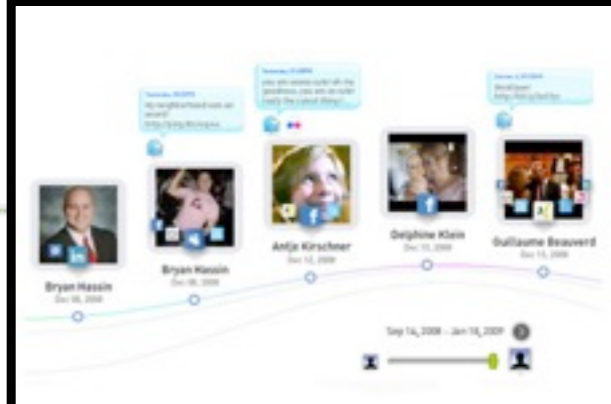
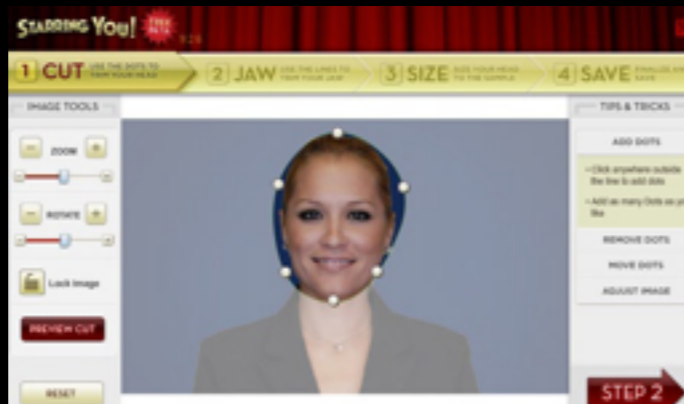
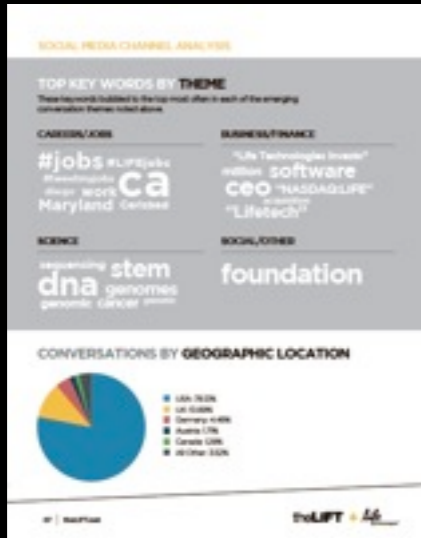
STARDUST

CROSSING THE WALL



NEW GAME
OPTIONS
HIGHSCORES

Advertising



Mobile and Social



Product Demonstrations and Motion Graphics

Select Project Samples

Qualcomm Ventures HTML5 Mobile Magazine



HTML5 Mobile Communications Magazine



QUALCOMM VENTURES.

INVESTMENTS



LEADING

Wireless Investor
since 2000



RECENT EXITS - IPOs + M&As

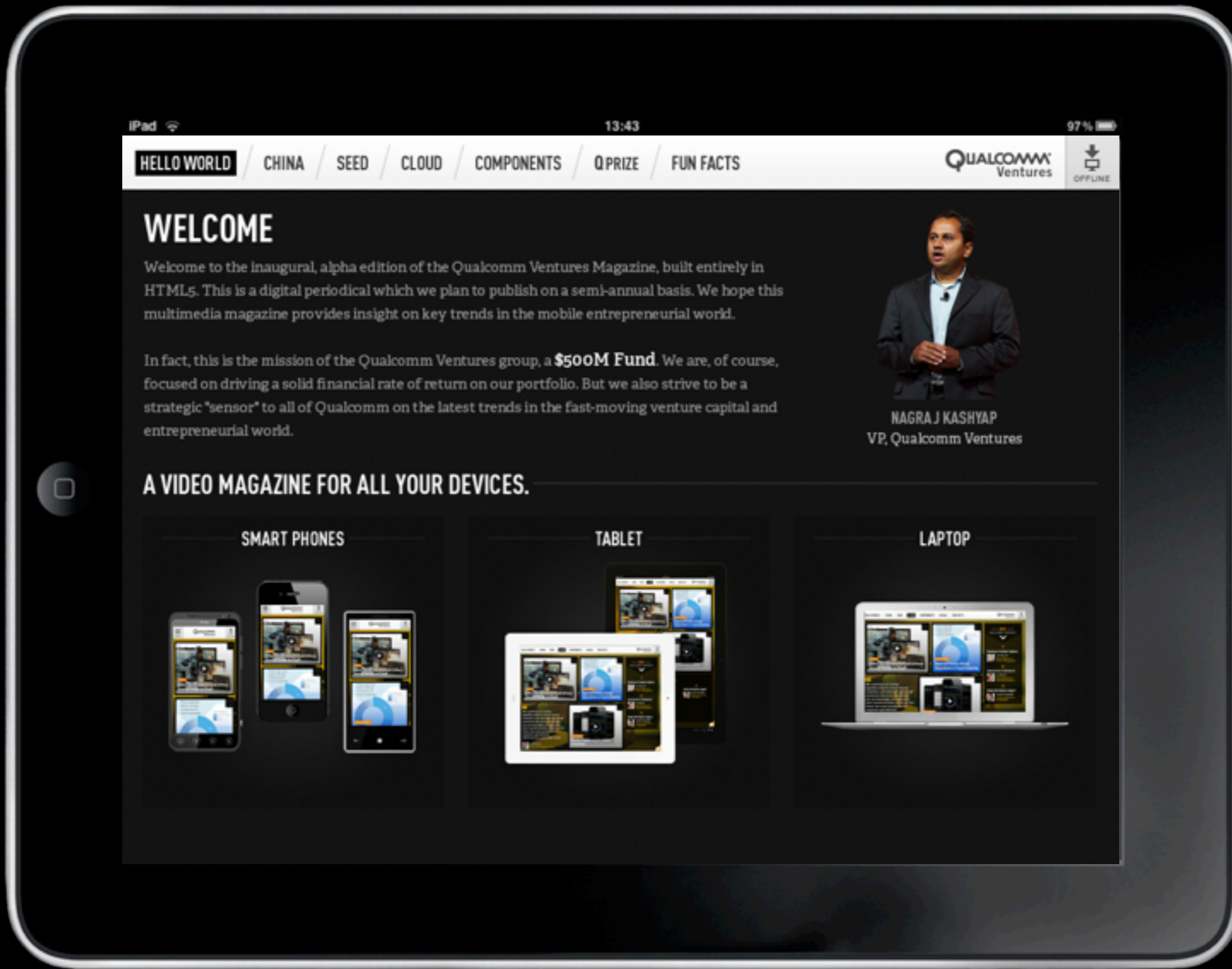
	2007	2008	2009	2010	2011	2012	2013
IPO		Novarra \$534.95M	A123 Systems \$1.96B Net0in \$500.8M	Invensense \$1.327B		Inside Secure \$176.7M	
M&A		Novarra Enorbus	Streamezzo	Great Wall Software	Plix	Aicent Clicker	

INNOVATION



90%
of our
PORTFOLIO COMPANIES

HTML5 Mobile Communications Magazine



HTML5 Mobile Communications Magazine

Thingle Web Product Design



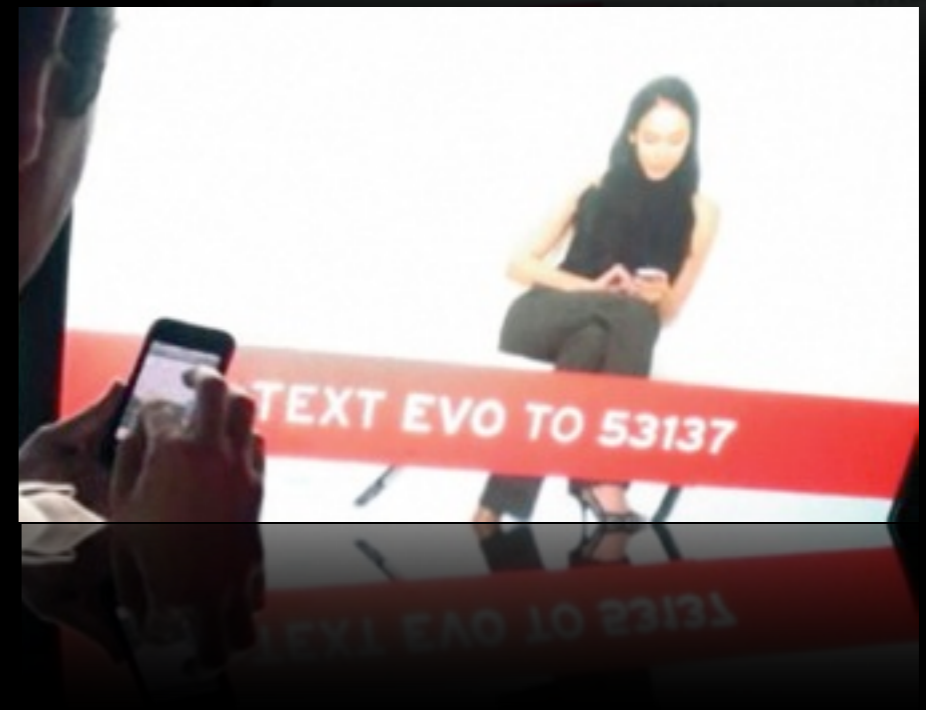
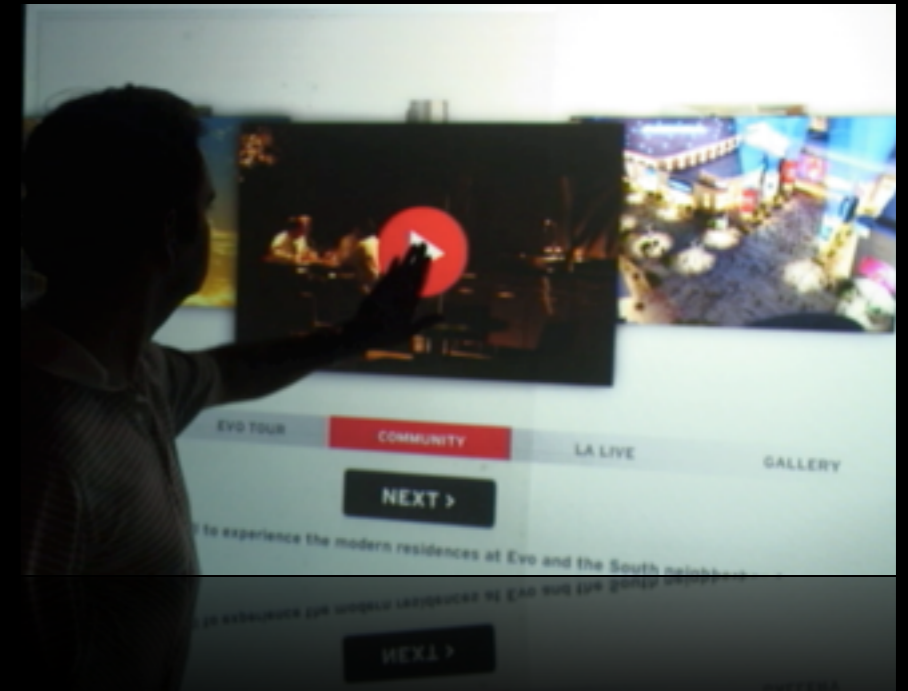
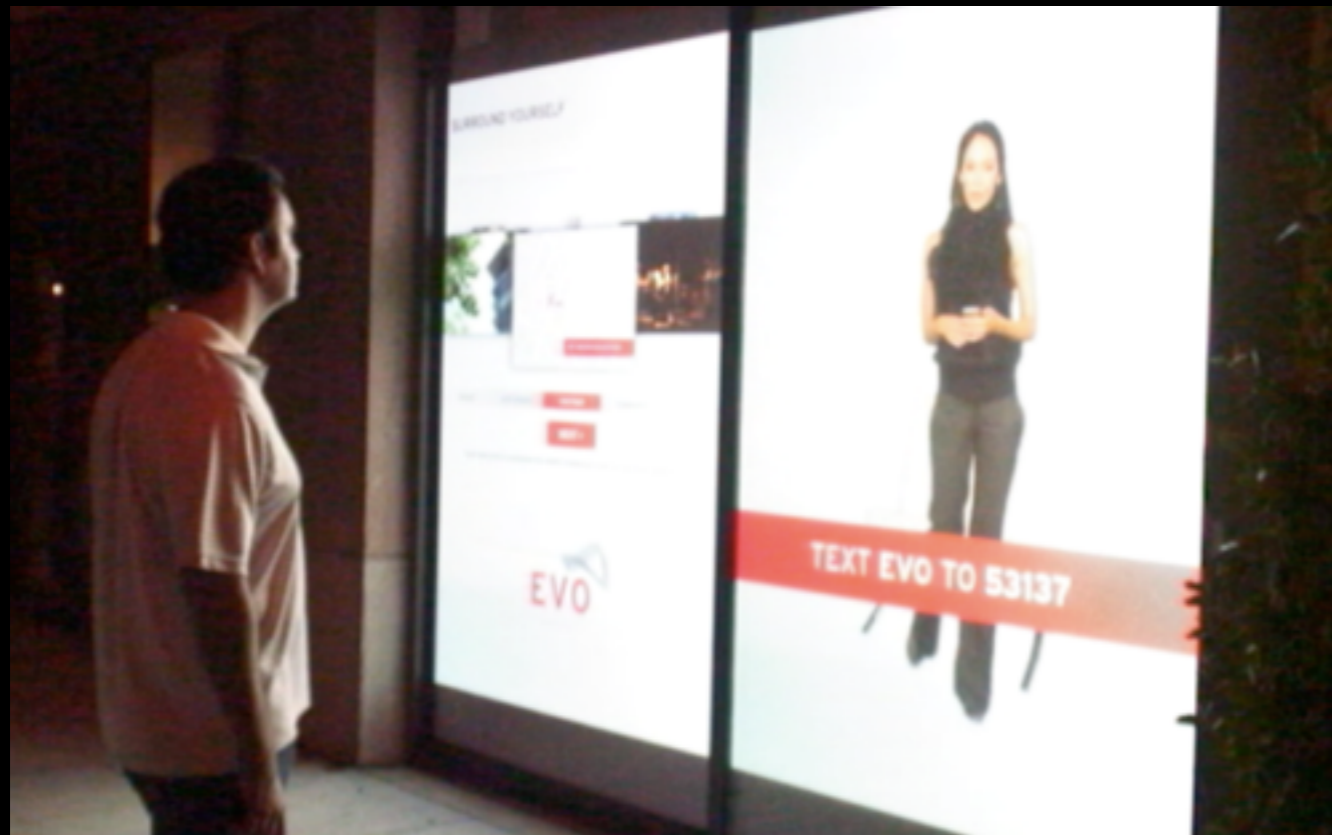
IA, Design and Development

beta.thingle.com

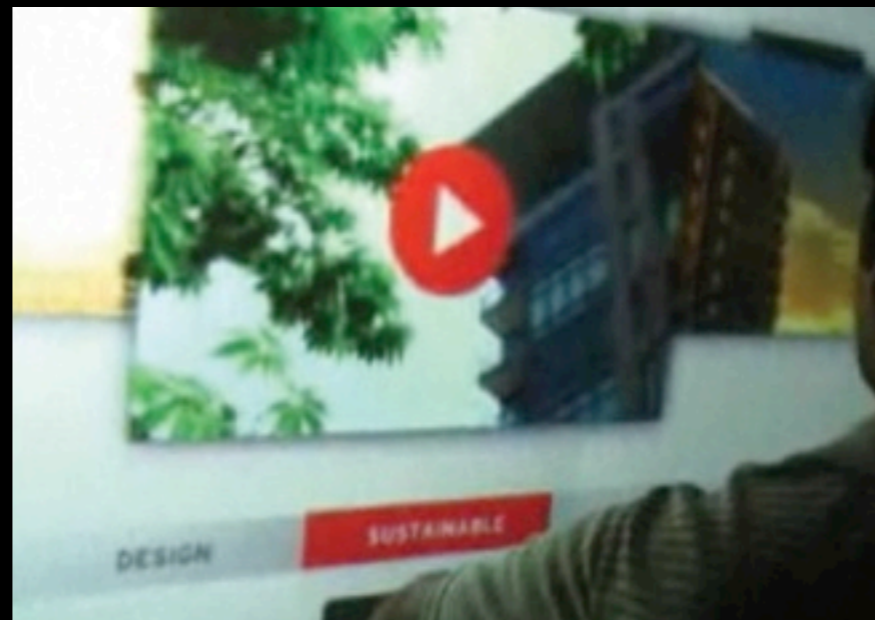
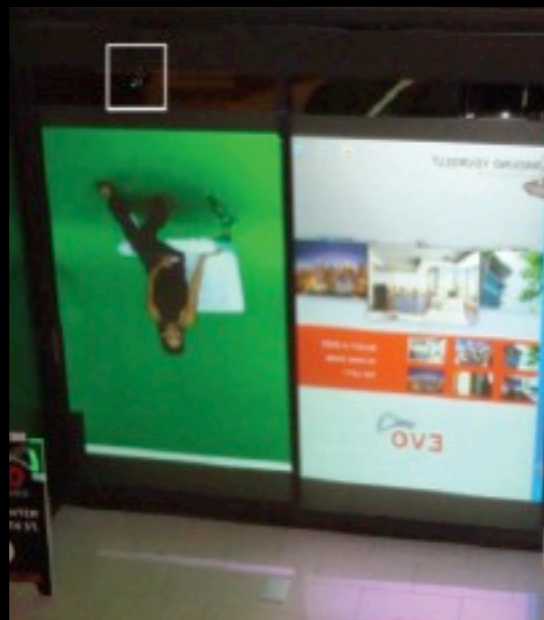


IA, Design and Development
beta.thingle.com

EVO Interactive Retail Window



Interactive Retail Window



Hardware and Software Implementation

HTML5 iAds for Apple

Featured on Steve Jobs iAds Presentation

<http://www.youtube.com/watch?v=KpR679kiyEY>



Unique Interface Executions



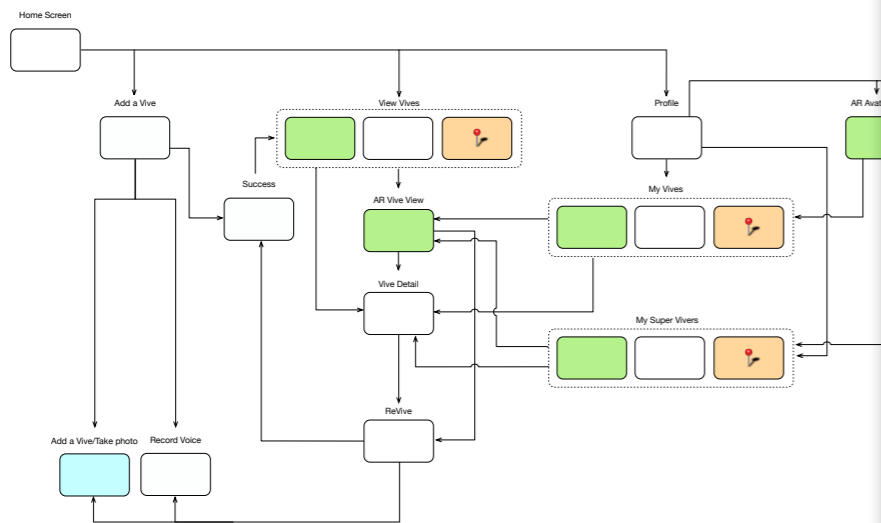
Custom JavaScript Components



GPS Map Integration

Qualcomm VIVE Mobile Applications

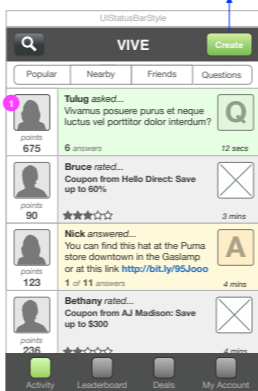
Vive application map



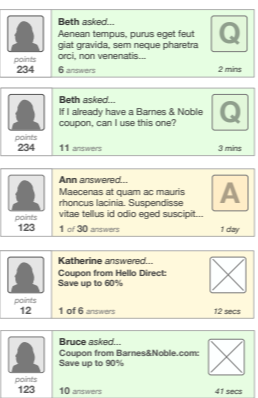
Q & A

Clicking profile images takes user to Profile Detail screen

Questions can be generated with the (currently labeled) 'Create' button. User will have option of adding an item or simply asking a question.



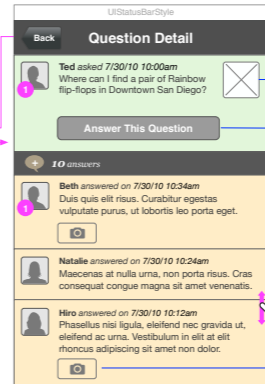
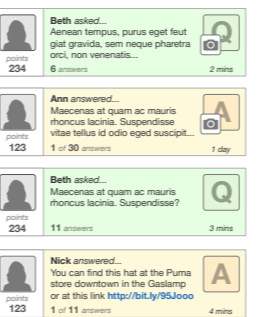
Activity Screen - All (no filter selected)



For every question you may have many answers. Having a 'Q&A' feed might get clogged with many answers and relatively few questions. Questions seem more important. Answers can be nested inside of questions...but can be exposed in the other, multi-stream, feeds (All, Popular, Nearby, Friends).



Activity Screen - Questions

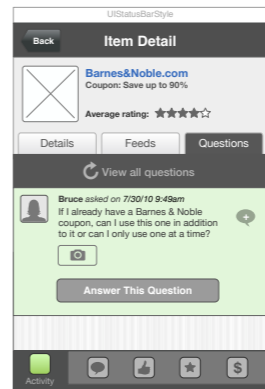
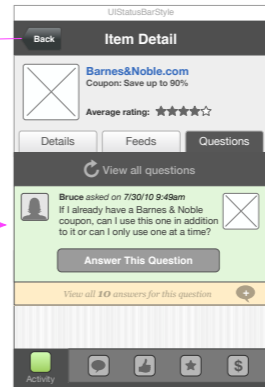


Clicking brings up screen with only a larger image

Brings up Answer Question screen

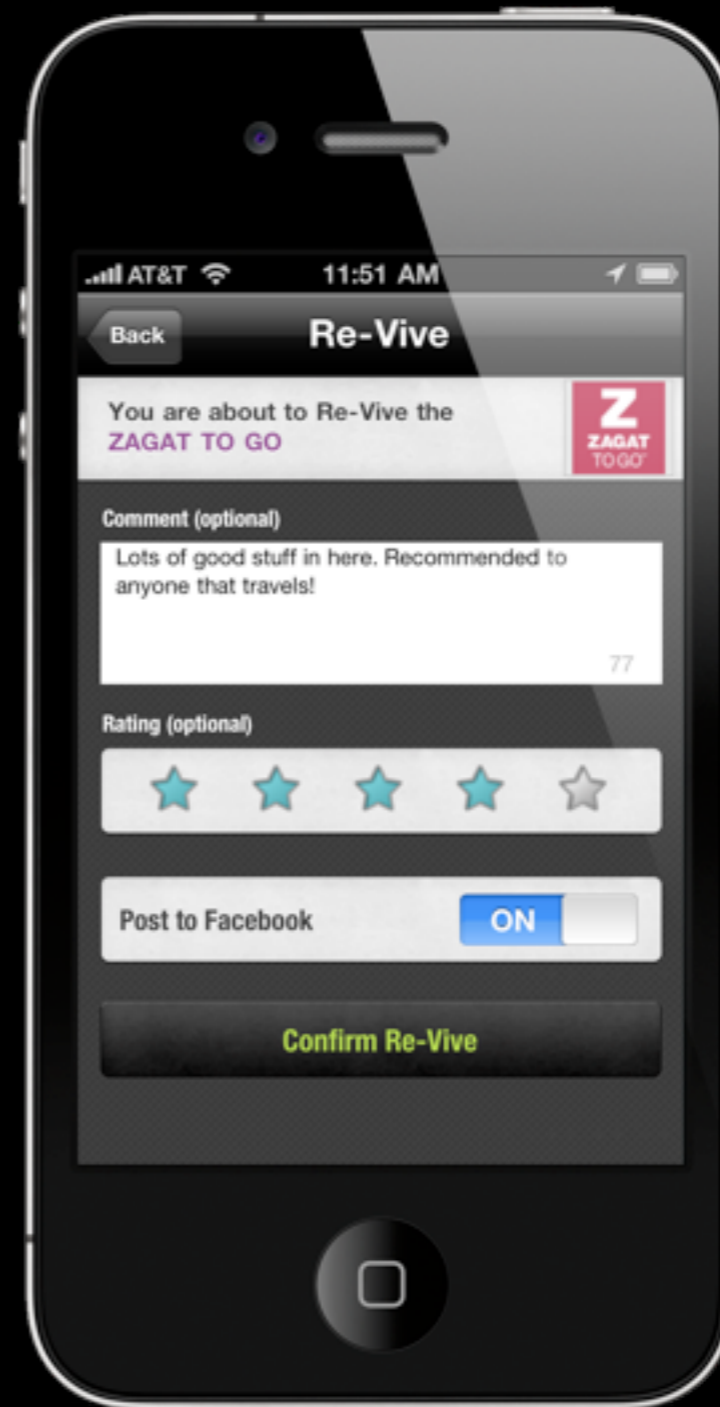
Toolbar removed. One real action: answer this question. If user clicks on profile image, taking them to the user profile, then toolbar with kick button is added.

Clicking brings up screen with only a larger image

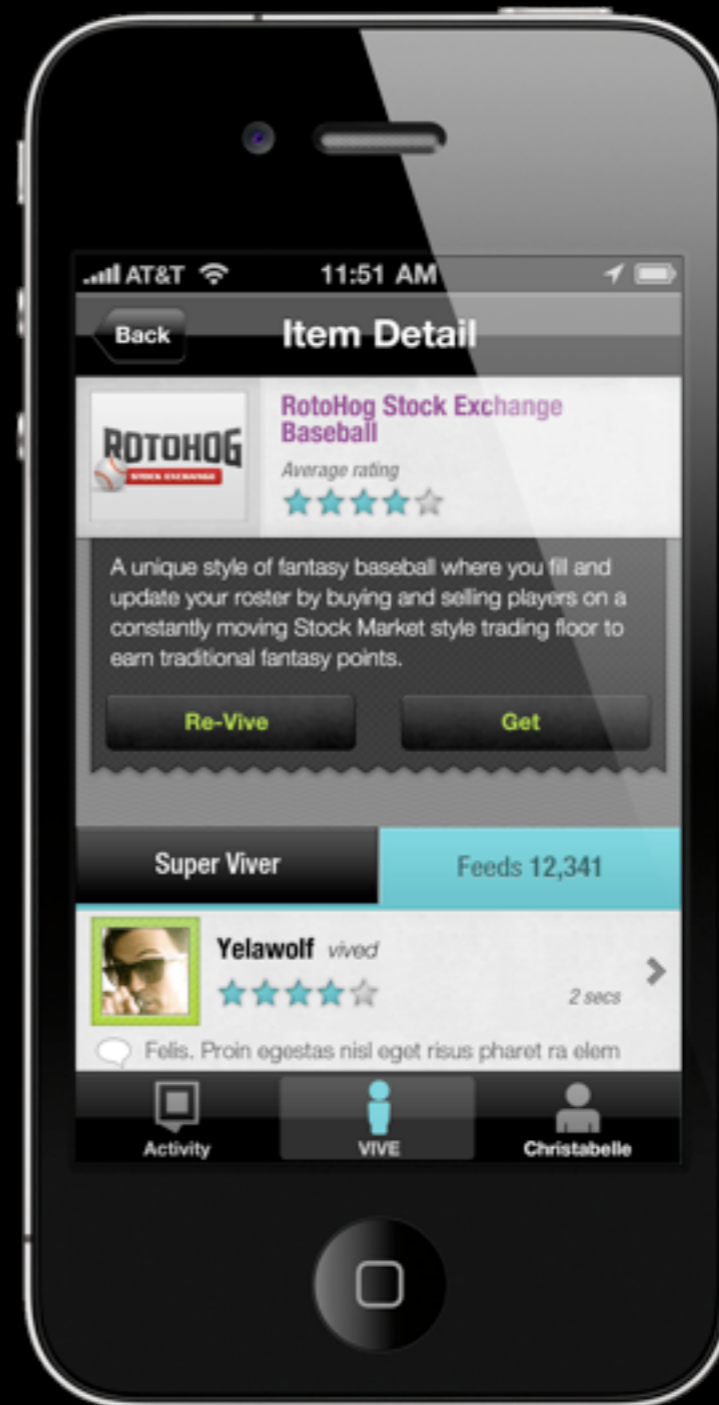
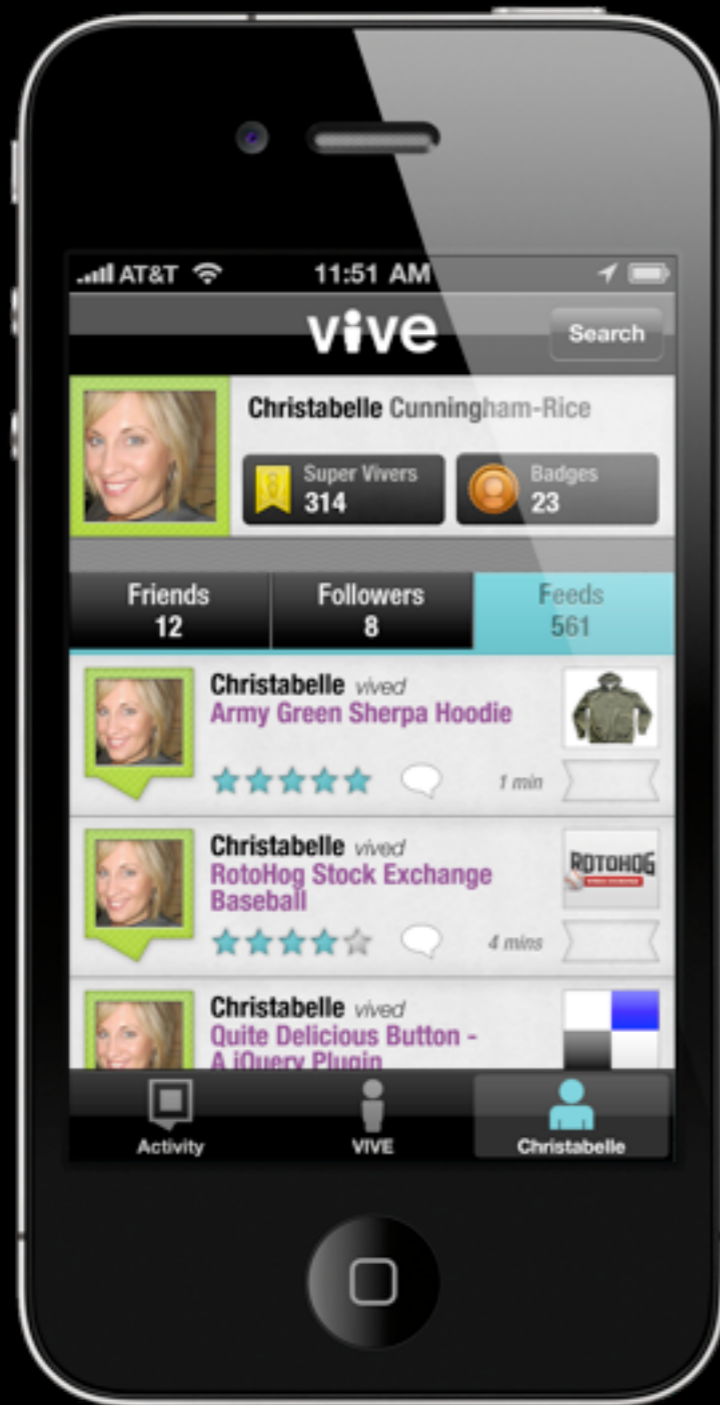


Item Detail - Alternative

User Experience Design



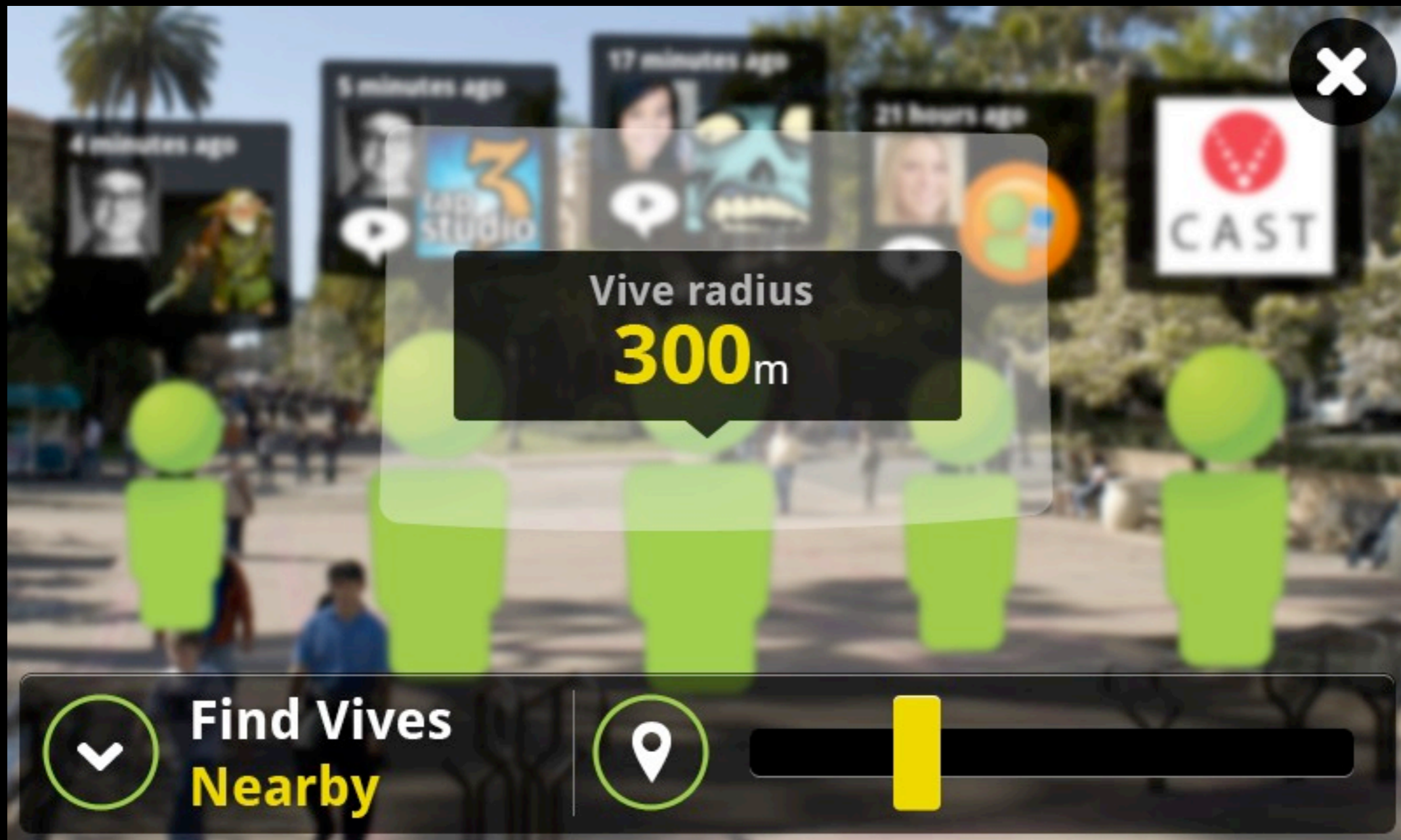
Custom Facebook Integration



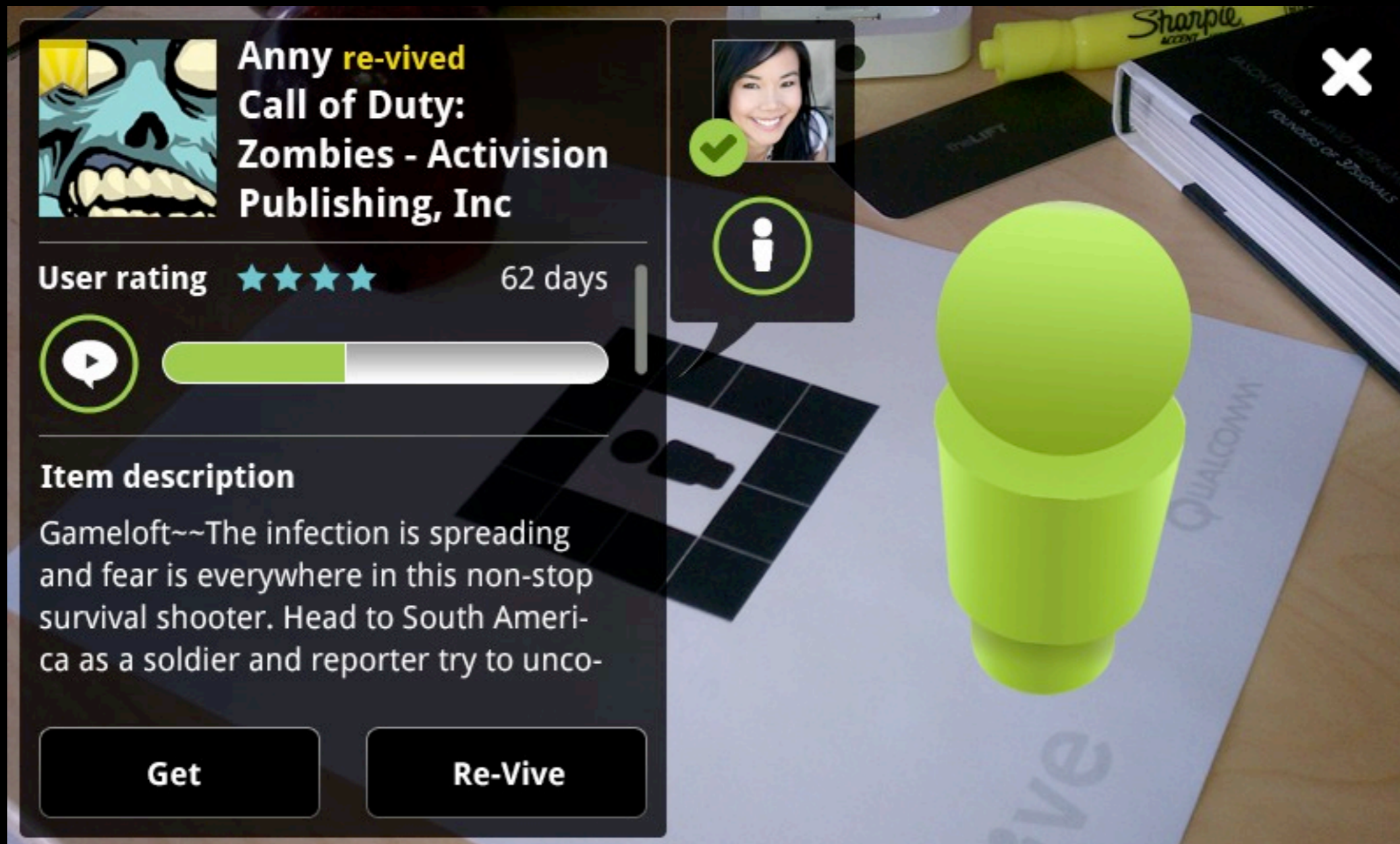
Interactive Activity Feeds



Android Augmented Reality



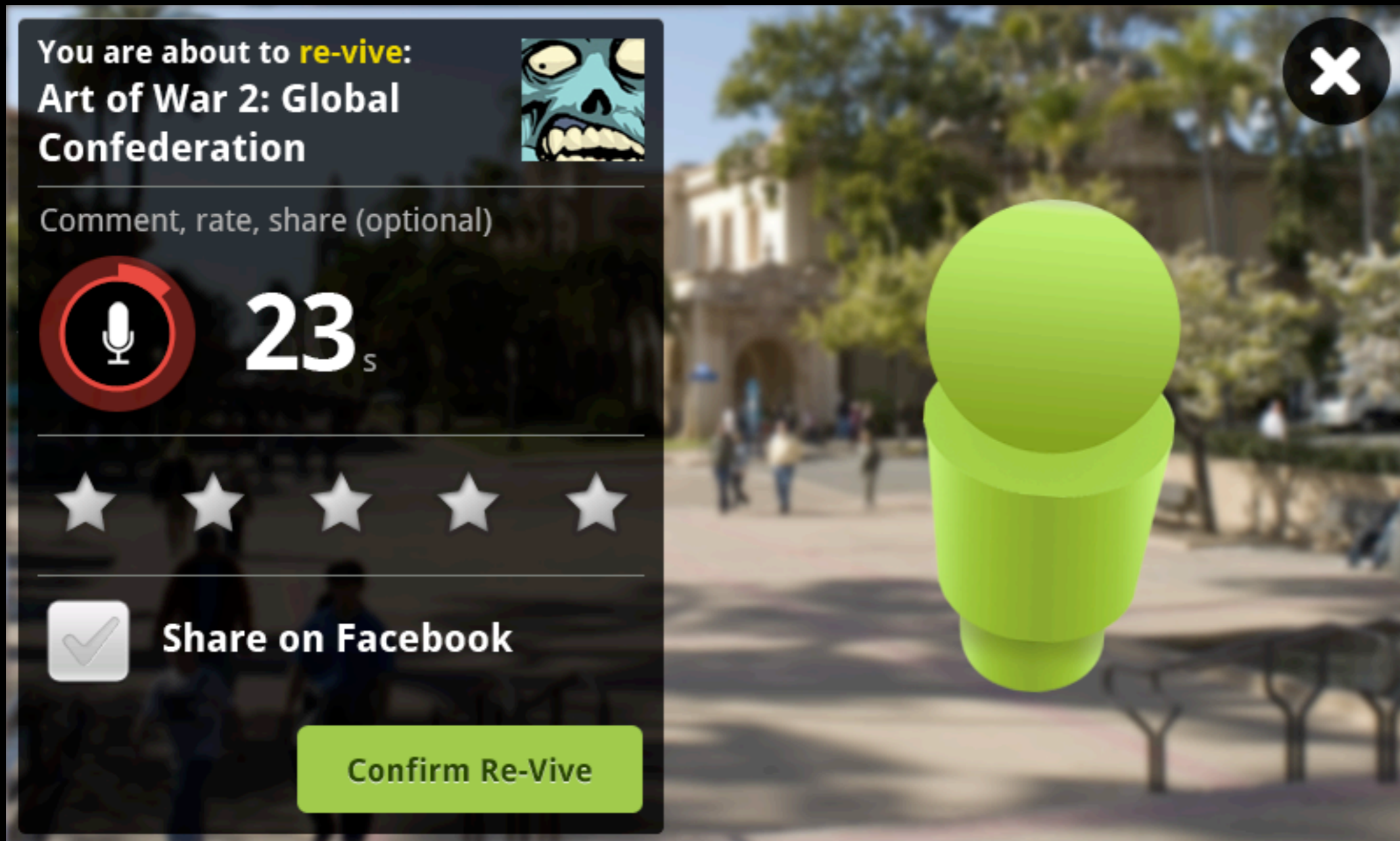
Android Augmented Reality



Android Augmented Reality



Android Augmented Reality



Android Augmented Reality

Poken Social Media Portal, Widget Framework, and Mobile Applications



Poken Consumer Site



Content translated into 6 languages



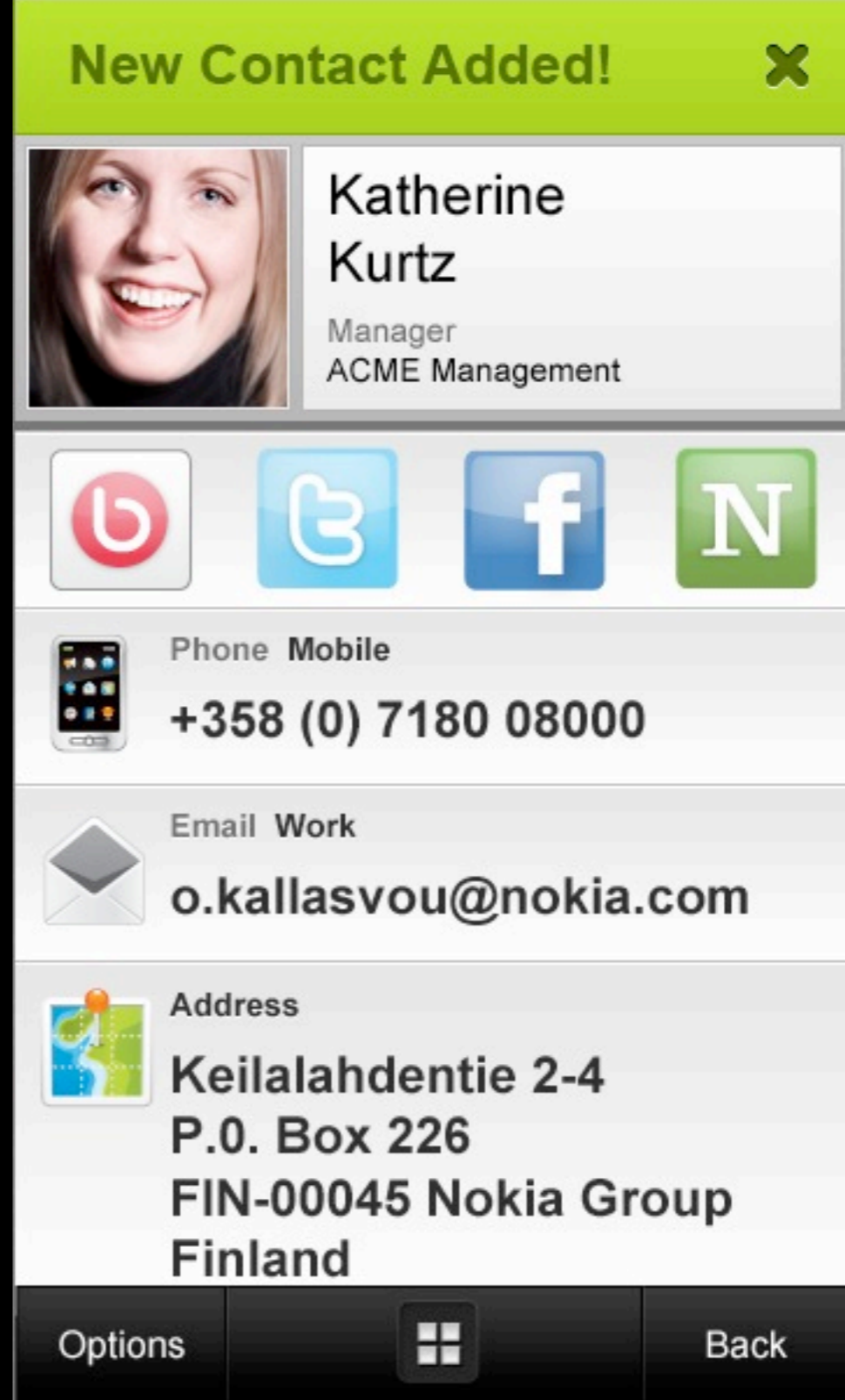
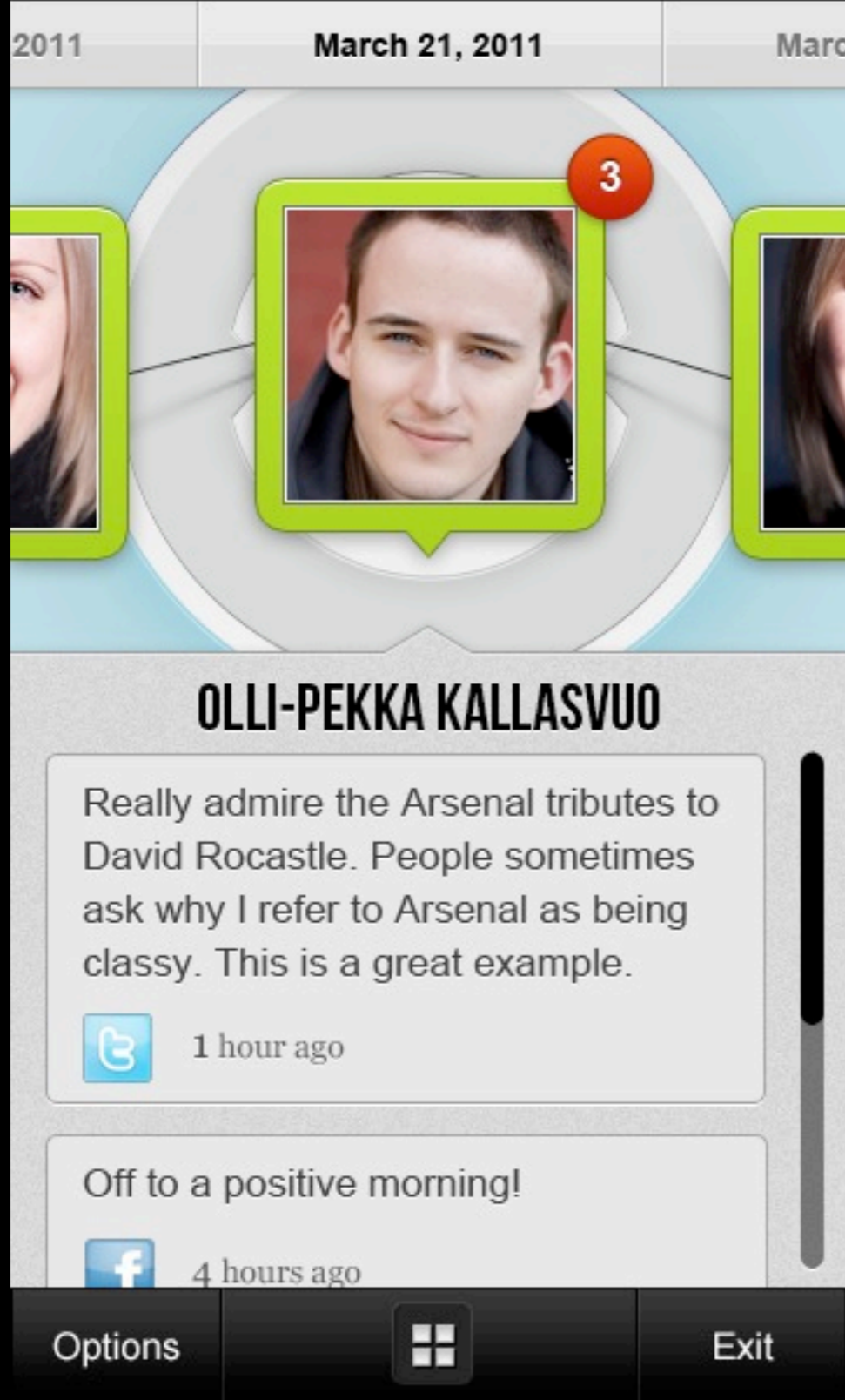
Poken Social Media Platform



Poken Widget Platform



Mobile Application Concepts



Mobile Application Concepts



Mobile Application Concepts

Lexus ISF Press Drive

WHAT IS **F**?

F IS WISHING FOR A
FIVE-POINT HARNESS



REGISTER TO TEST DRIVE
THE LEXUS ISF****
ONLY AVAILABLE TO 2007 SEMA SHOW ATTENDEES

1 CLICK NEXT TO BEGIN
REGISTRATION

ARE YOU PART OF A CAR CLUB? YES NO
IF "YES", PLEASE INDICATE WHICH CAR CLUB:

NEXT >



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Toyota Motor Sales, U.S.A., Inc.



NEXT >

IA, Design and Development

2 CHOOSE YOUR SESSION

SELECT YOUR TIME FROM THE TABLE BELOW

	OCTOBER 30	OCTOBER 31	NOVEMBER 1
10 00 AM	OPEN	OPEN	OPEN
10 15 AM	OPEN	OPEN	OPEN
10 30 AM	OPEN	OPEN	OPEN
10 45 AM	YOUR DRIVE 10 45	OPEN	OPEN
11 00 AM	OPEN	OPEN	OPEN
11 15 AM	OPEN	OPEN	OPEN
11 30 AM	OPEN	OPEN	OPEN
11 45 AM	OPEN	OPEN	OPEN
12 00 PM	OPEN	OPEN	OPEN
12 15 PM	OPEN	OPEN	OPEN
12 30 PM	OPEN	OPEN	OPEN
12 45 PM	OPEN	OPEN	OPEN
1 00 PM	OPEN	OPEN	OPEN
1 15 PM	OPEN	OPEN	OPEN
1 30 PM	OPEN	OPEN	OPEN
1 45 PM	OPEN	OPEN	OPEN
2 00 PM	OPEN	OPEN	OPEN
2 15 PM	OPEN	OPEN	OPEN
2 30 PM	OPEN	OPEN	OPEN
2 45 PM	OPEN	OPEN	OPEN

Depending on availability, we may be accepting some registrations at the event.

YOUR TEST DRIVE IS SCHEDULED FOR:

AUGUST 30 AT 10:45 AM
CLICK NEXT TO CONTINUE

Please arrive 15 minutes ahead of your scheduled drive time for your briefing.

TEST DRIVE
THE LEXUS IS *F*

NEXT >



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Lexus Lexus



Custom Reservation Application

Sony Tablet S Retail Demo Application and Videos



Retail Tablet Application Development



Retail Tablet Attractor Loop

Marmol-Radziner Prefab

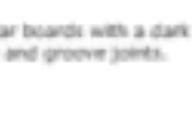
MARMOL RADZINER PREFAB

CLICK ON THE SWITCHES BELOW TO LEARN MORE AND ADD ONE TO YOUR CONFIGURATION LIST.



MODEL 2

NEXT STEP



EXTERIOR OPTIONS / SIDING

METAL



WOOD



Optional Dark Wood Siding: 2x4 cedar boards with a dark stain and horizontal tongue and groove joints.

[VIEW FULL FEATURES LIST](#)

CONFIGURATION LIST

BASE PRICE \$371,500

EXTERIOR OPTIONS

- SIDING
 - Dark wood \$3020
- ENTRY AND DECK STAIRS
 - No \$ 0
- SOLAR PANELS
 - No \$ 0

- DECK
 - Grey \$ included

INTERIOR OPTIONS

- FLOORING
 - Bamboo Amber \$ included
- KITCHEN CABINETS
 - Walnut \$ included
- KITCHEN COUNTER
 - Blizzard \$ included
- WINDOW SHADE
 - None \$ included
- BATHROOM CABINETS
 - Walnut \$ included
- BATHROOM COUNTER
 - Blizzard \$ included
- BATHROOM WALL TILE
 - 01 White \$ included
 - 02 Black \$ included
- BATHROOM FLOOR TILE
 - Standard \$ included
- KITCHEN APPLIANCES
 - Standard \$ included
- LAUNDRY APPLIANCES
 - Standard \$ included
- PLUMBING FIXTURES
 - Standard \$ included

TOTAL \$ 371,500
(modules only)

MARMOL RADZINER PREFAB

CLICK ON THE SWITCHES BELOW TO LEARN MORE AND ADD ONE TO YOUR CONFIGURATION LIST.

PREVIOUS STEP

MODEL 2

NEXT STEP



INTERIOR OPTIONS / KITCHEN APPLIANCES



Back 30" Built-in Microwave
Comes with 10 variable cooking presets, 1.1 cubic foot of oven space, touch panel controls, sensor cooking mode, stainless steel finish, and a workfront built in to the cabinetry.

[VIEW FULL FEATURES LIST](#)

CONFIGURATION LIST

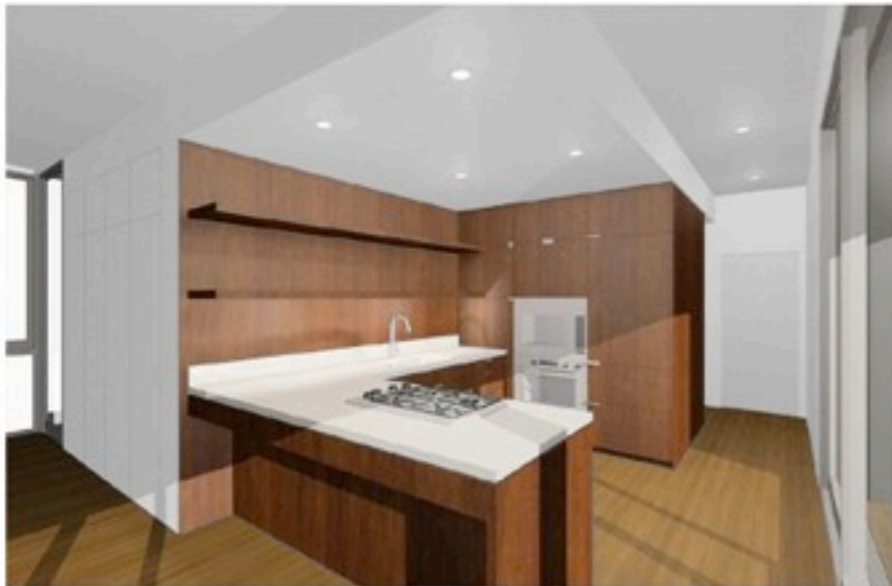
BASE PRICE \$371,500

- EXTERIOR OPTIONS
 - Siding \$3020
 - Entry and Deck Stairs \$ 0
 - Solar Panels \$ 0
 - Deck \$ included
- INTERIOR OPTIONS
 - Flooring \$ included
 - Kitchen Cabinets \$ included
 - Kitchen Counter \$ included
 - Window Shade \$ included
 - Bathroom Cabinets \$ included
 - Bathroom Counter \$ included
 - Bathroom Wall Tile \$ included
 - Bathroom Floor Tile \$ included
 - Kitchen Appliances \$ included
 - Laundry Appliances \$ included
 - Plumbing Fixtures \$ included
- TOTAL \$ 371,500
(modules only)

Interactive Residence Configurator

MARMOL RADZINER PREFAB

CLICK ON THE SWATCHES BELOW TO LEARN MORE AND ADD ONE TO YOUR CONFIGURATION LIST.



MODEL 2

← PREVIOUS STEP

NEXT STEP →



CONFIGURATION LIST

BASE PRICE.....\$371500

EXTERIOR OPTIONS

- SIDING
 - Dark wood.....\$3020
- ENTRY AND DECK STAIRS
 - No.....\$ 0
- SOLAR PANELS
 - No.....\$ 0
- DECK
 - Grey.....\$ included

INTERIOR OPTIONS

- FLOORING
 - Walnut.....\$ 5250
- KITCHEN CABINETS
 - Walnut.....\$ included
- KITCHEN COUNTER
 - Blizzard.....\$ included
- WINDOW SHADE
 - None.....\$ included
- BATHROOM CABINETS
 - Walnut.....\$ included
- BATHROOM COUNTER
 - Blizzard.....\$ included
- BATHROOM WALL TILE
 - 01 White.....\$ included
 - 02 Black.....\$ included
- BATHROOM FLOOR TILE
 - 02 Black.....\$ included
- KITCHEN APPLIANCES
 - Standard.....\$ included
- LAUNDRY APPLIANCES
 - Standard.....\$ included
- PLUMBING FIXTURES
 - Standard.....\$ included

TOTAL\$ 379770
(modules only)

INTERIOR OPTIONS / FLOORING

BAMBOO



WOOD



Optional
EcoTimber Prefinished Engineered Flooring
Orchard Walnut
EcoTimber is the industry leader in the use of FSC-Certified wood, and recycled and non-toxic materials. Cross ply construction makes the product more stable and durable.

[VIEW FULL FEATURES LIST](#)

MARMOL RADZINER PREFAB

CLICK ON THE SWATCHES BELOW TO LEARN MORE AND ADD ONE TO YOUR CONFIGURATION LIST.



MODEL 2

← PREVIOUS STEP

NEXT STEP →

CONFIGURATION LIST

BASE PRICE.....\$371500

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 - Dark wood.....\$3020
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- DECK
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TOTAL\$ 379770
(modules only)

INTERIOR OPTIONS / FLOORING



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[VIEW FULL FEATURES LIST](#)

MARMOL RADZINER PREFAB

CLICK ON THE SWATCHES BELOW TO LEARN MORE AND ADD ONE TO YOUR CONFIGURATION LIST.



MODEL 2

← PREVIOUS STEP

NEXT STEP →

CONFIGURATION LIST

BASE PRICE.....\$371500

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 - Standard.....\$ included
- PLUMBING FIXTURES
 - Standard.....\$ included

TOTAL\$ 379770
(modules only)

INTERIOR OPTIONS / BATHROOM CABINETS / COUNTER

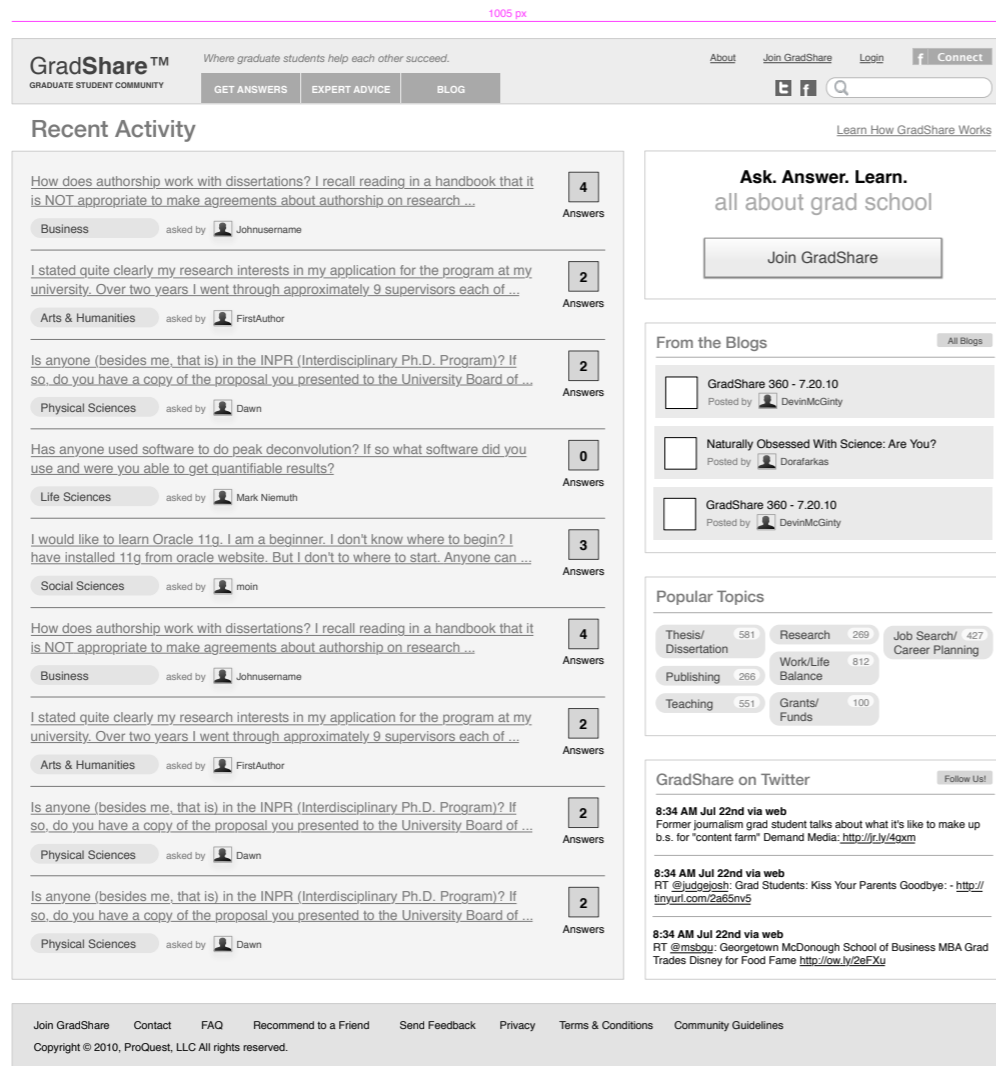


Optional
EcoTimber Prefinished Engineered Flooring
Orchard Walnut
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[VIEW FULL FEATURES LIST](#)

Dynamic Pricing and 3D Skin Presentation

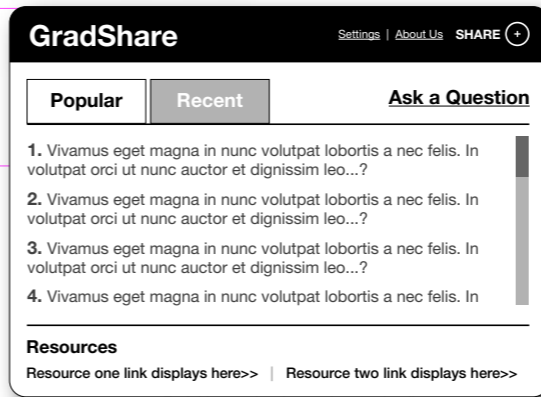
GradShare Community



Recent Activity
 Each question is truncated after 2 lines of text. The subject area and author is shown that relates to that question. The number of answers will display as well.

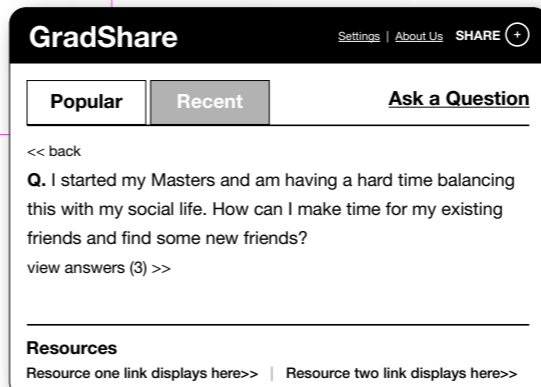
Number of recent activity feeds will be dependent on design (max 10).

01. Most Popular (default)

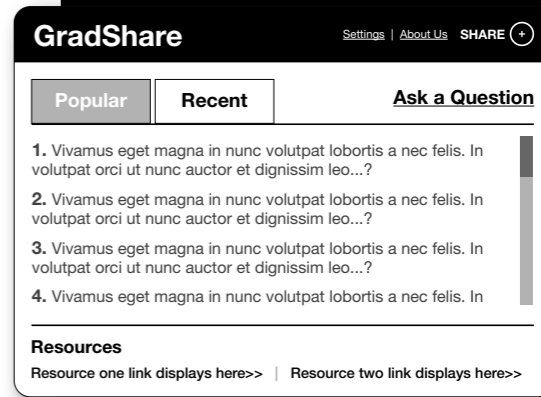


Each blog can be given an icon to visually represent it.

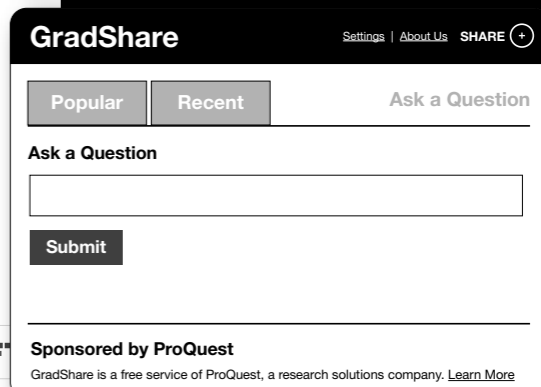
03. Question Detail (for Popular and Recent)



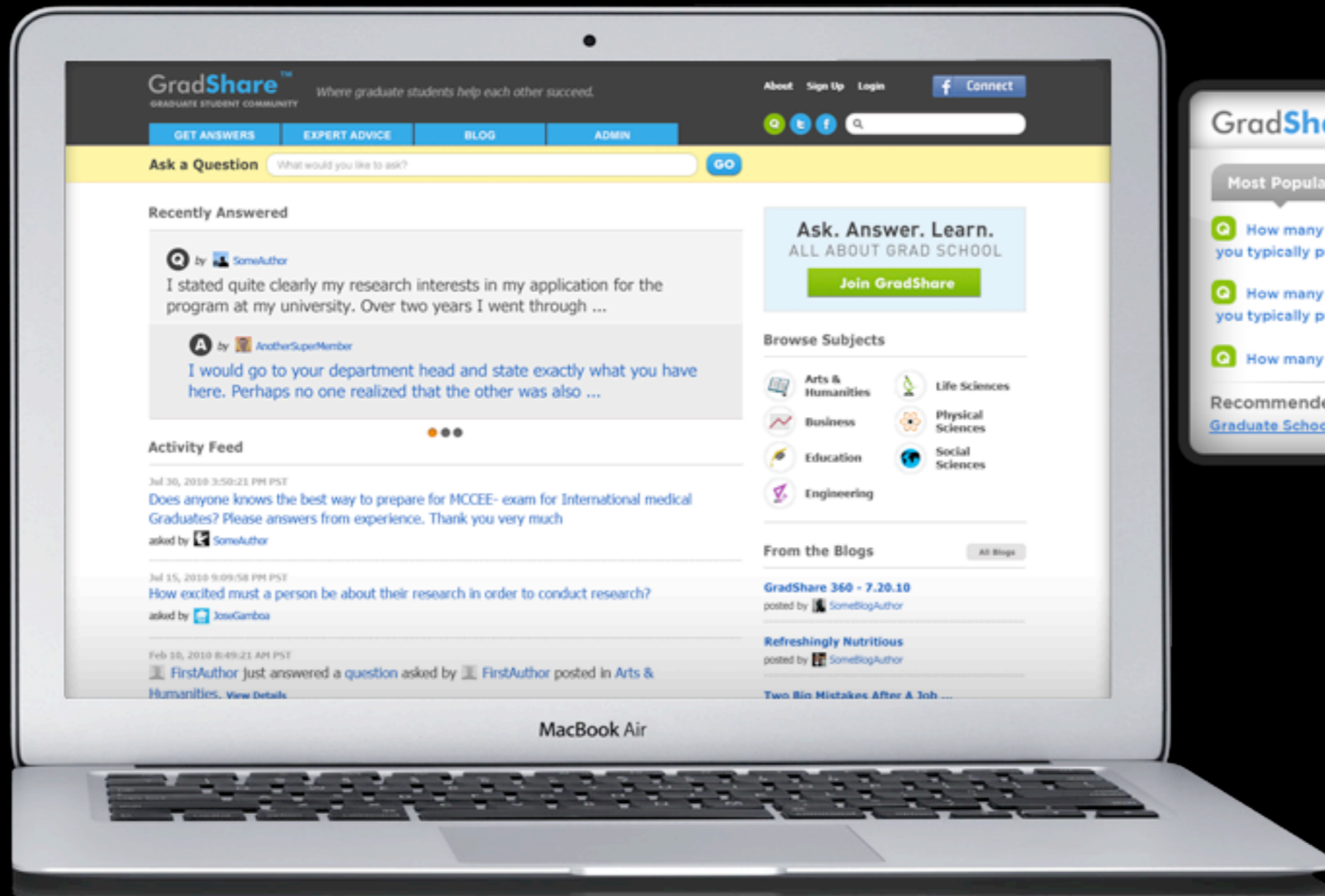
02. M



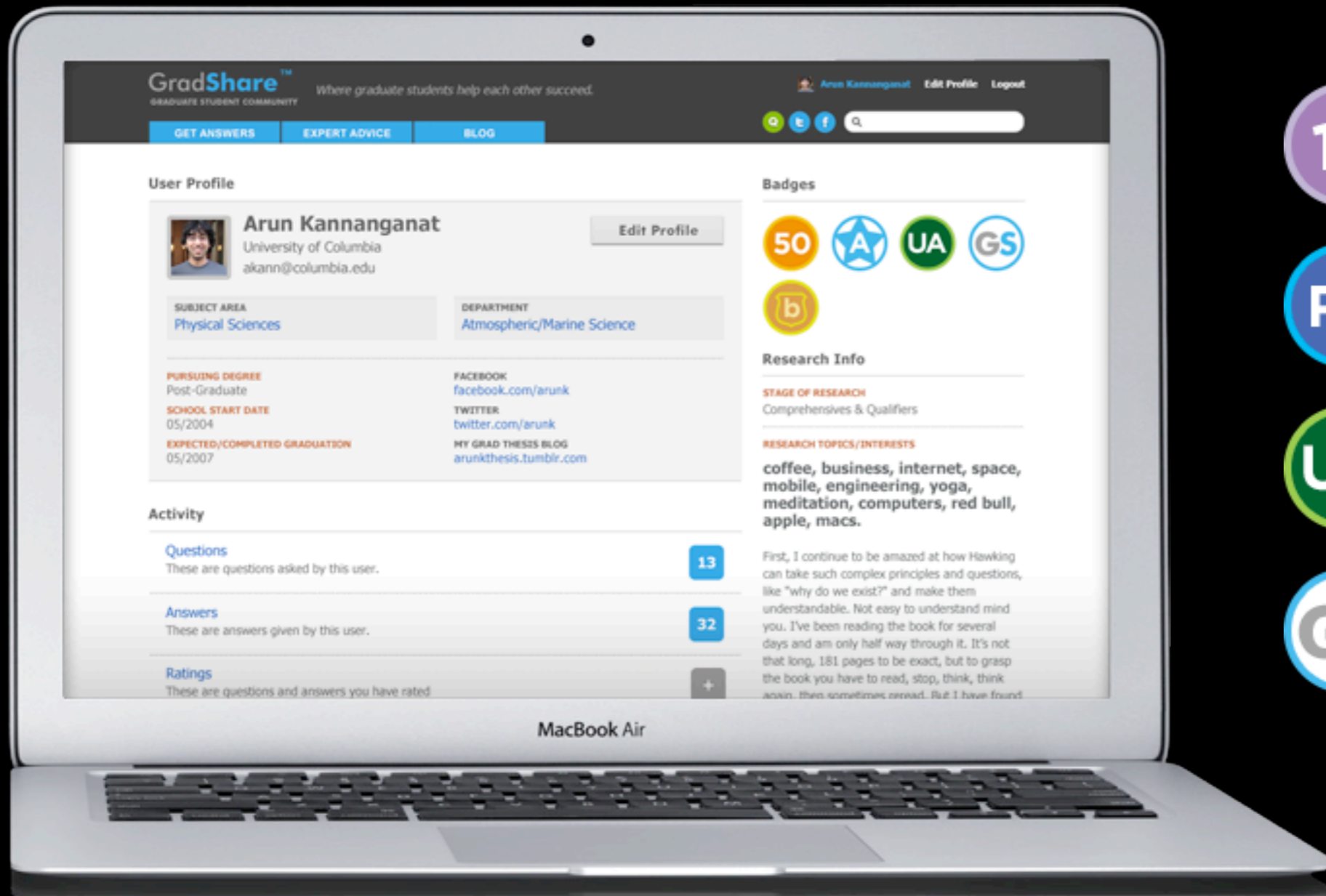
04. A



User experience & information design



Social network portal & widget design



User profile and badge design

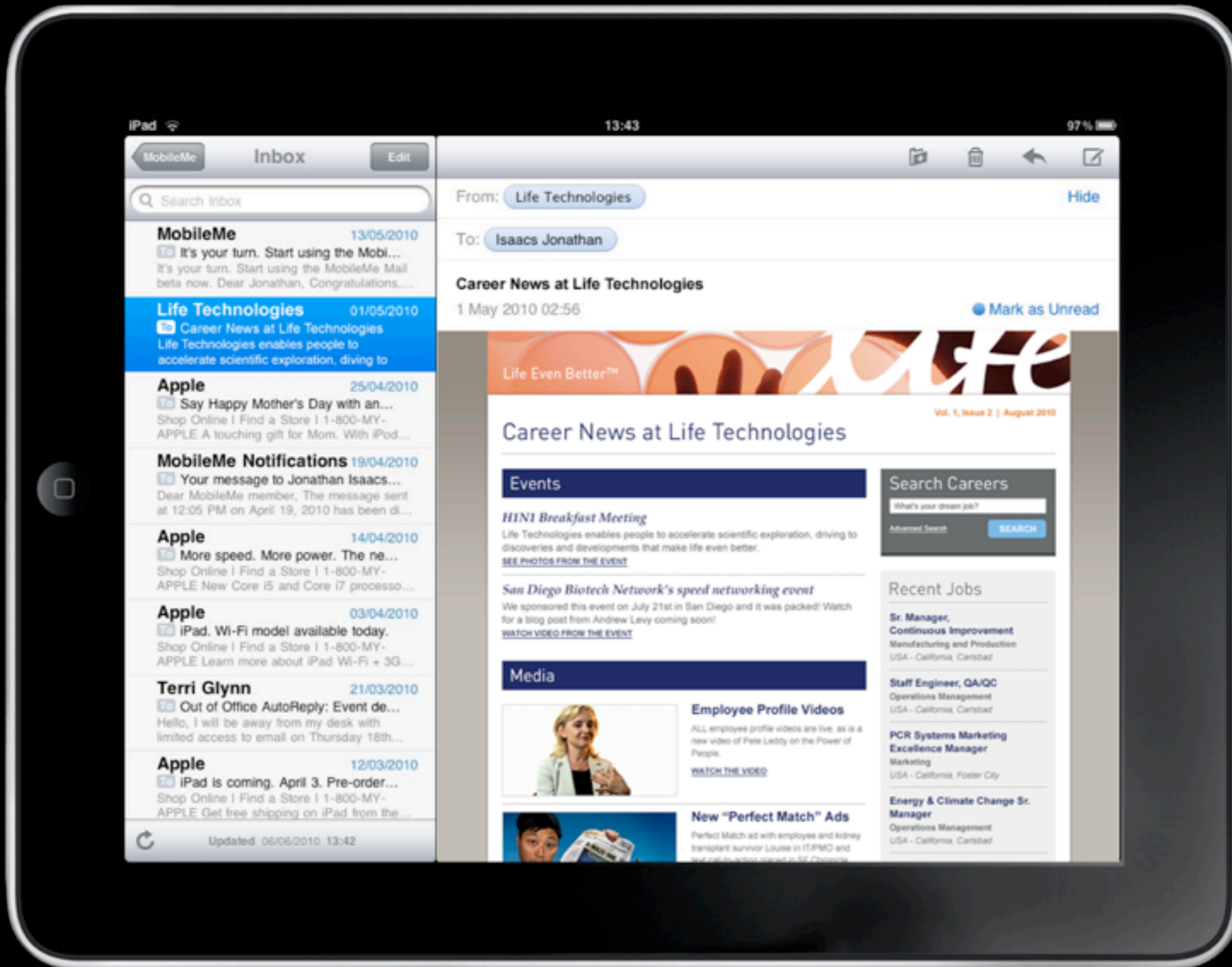
Life Technologies Talent



International print + SMS campaign



SMS campaign mobile website



Career News email campaign

SOCIAL MEDIA CHANNEL ANALYSIS

CONVERSATIONS BY CHANNEL

TOTAL OF 17,010 social mentions for Life Technologies from May 1, 2009 - May 31, 2010.

Percent of mentions across all channels



■ Blogs: 6.6%
■ Micro-Blogs: 46.54%
■ Social Networks: 10.95%
■ Forums: 0.90%
■ Photo/Video Sites: 1.8%
■ News Sites: 33.86%

Number of total mentions made by Life Technologies

1,335
7.85% (of total percent)

Blogs: 0.19%
Micro-Blogs: 4.87%
Social Networks: 1.94%
Forums: 0.00%
Photo/Video Sites: 0.39%
News Sites: 0.52%

05 | theLIFT.net

theLIFT + life

SOCIAL MEDIA CHANNEL ANALYSIS

Careers social media reputation audit

Guild Mortgage Corporate Rebrand and Social Online Ecosystem


CLOSING LOANS AND OPENING DOORS SINCE 1988
My Account

[Company](#)
[Find a Loan](#)
[Newsroom](#)
[Careers](#)

COMPANY / LIFE AT GUILD
We don't like to call it work.
OVERVIEW - LIFE AT GUILD



Employee Stories

MORTGAGE SPECIALIST
Roger Gill
[Hide story](#)

After spending 27 years in the New York City Fire Department and eight years in retirement, I was fortunate to become part of the Guild family at the age of 57. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vitae quam nec sapien rutrum mattis vel ac turpis. Curabitur condimentum volutpat dul. Nunc

HOME LOAN CONSULTANT
Nanci Barnhard
[Show story](#)

SR. LOAN OFFICER
Teri Conley
[Show story](#)

MORTGAGE CONSULTANT
Shayn Carlson
[Show story](#)

Ultimately you attract who you are, our employees are proof of that.

Guild Mortgage Company has an assembly of talent exceptionally rare in mortgage banking, with many employees and investors choosing to stay with us for more than a decade and with our company experiencing more than fifty years of success.


CLOSING LOANS AND OPENING DOORS SINCE 1988
My Account
Find a Branch
Contact Us

[Company](#)
[Find a Loan](#)
[Newsroom](#)
[Careers](#)
Search Guild Mortgage

CAREERS / OVERVIEW
Find the you in Guild
OVERVIEW - JOB OPENINGS - WHY GUILD? - LIFE AT GUILD



More About Guild

Life at Guild

Sales Manager
Julie Brown

See why Julie is excited to come to Guild everyday
[Watch her story](#)

Let's Go!

We are leading the way

[Learn more](#) about our leadership team.

We're in the business of helping people and we're looking for people who share this passion.

Guild Mortgage is looking for bright, energetic and creative people who like the idea of building for the future. In the age of massive industry consolidation we do business as people, not numbers. With ownership held by a single individual, our associates appreciate the texture and culture of a community environment. Guild welcomes each employee as family. We take care of our team members offering a generous benefits package that includes medical, dental, and 401(k).

[View Current Job Openings](#)

Recent Job Openings

- Sr. Collector**
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- Account Manager - Wholesale**
- Fraud Database Engineer**
- Web Developer**
- Social Media Specialist**
- Loan Specialist Level II**
- Executive Assistant - Corporate**
- Customer Service Agent**
- Loan Specialist Level I**

[View More](#)

Employee centered content creation

The image displays two overlapping screenshots of the Guild Mortgage Company website. The left screenshot shows the 'Newsroom / Overview' page with a featured article titled 'Local mortgage lender leads the way in consumer education'. The right screenshot shows a specific blog post titled 'The Fellowship' by Marcia Marks, dated October 23, which includes a video player and a list of other contributors like Barbara Seeley and Jim Smith. The website features a blue and yellow color scheme with a top navigation bar and a search function.

Social Media Newsroom & Blog

Intranet and mobile website

Why partner with theLIFT?

- We are passionate about creating and evolving interactive solutions that employees, investors, and customers crave
- We solve our client's unique challenges by working as a virtual extension of your organization
- We blend creativity and technology to deliver innovative brand experiences that achieve remarkable results

Thank You

Please contact us with questions or comments.

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