Mobile Solutions Portfolio

Mobile Applications & Beyond

LiNK Development

The Pillars of the Right Mobile Solution

CUSTOMER PERSONAS

Age	Language	Handsets
Places of Interest	Social Media	A-Class
Service provider	Service recipient	

CUSTOMER JOURNEY

Booking	Delivering a service	Payment
Purchasing	Registering	

BUSINESS GOALS

Monetizing the application	Adding new communication channel
Increasing customers engagement	Enhancing customer experience
Adding a free marketing channel	Increasing user loyalty

ASSETS ACTIVATION

Places	Bills	Existing services
Operations		

LİNK
Development

What we do

B2B and B2C diverse portfolio
Delivering mobile apps SINCE 2010

NATIVE   CROSS   HYBRID
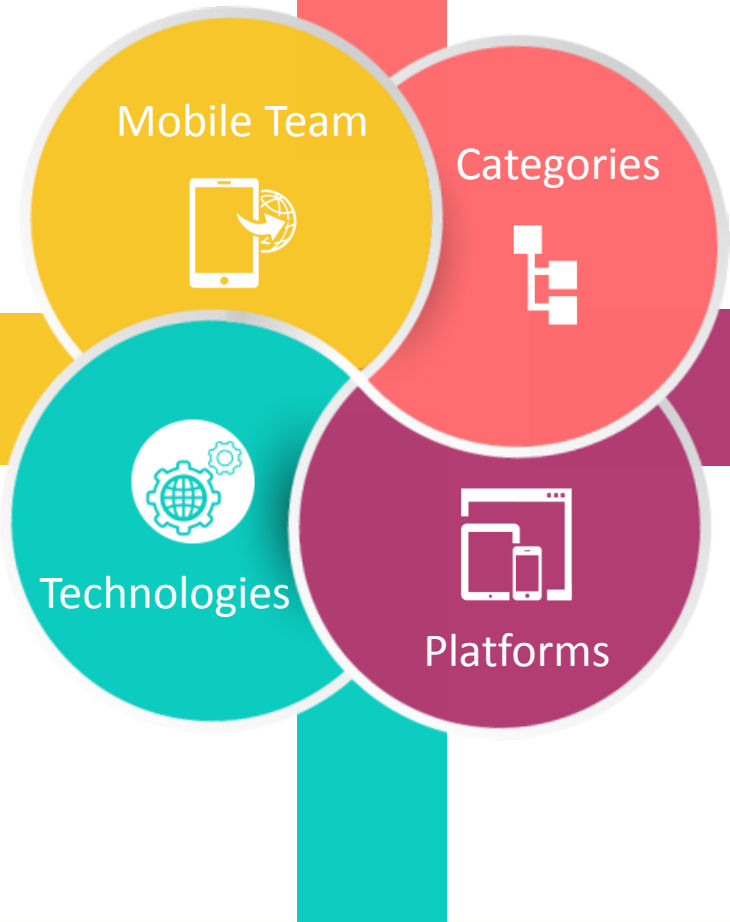
Sports & News   Health & Fitness
Aviation   E-services
Charity   Entertainment
Food Ordering
Gaming
Governmental

Mobile Team

Categories

Technologies

Platforms

ATMs   QR Codes
Handhelds
iBeacons
NFC
Augmented Reality

LiNK Development

www.linkdev.com
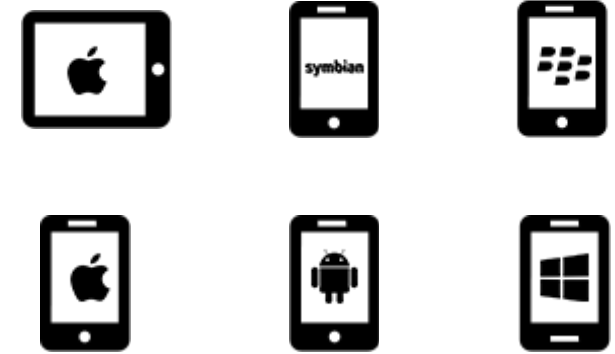
Dedicated Team of **30+ professionals**

- Agile Development Approach
- Product Development
- Enterprise Apps Development
- Business Development & Presales Team
- Cross Platform Development
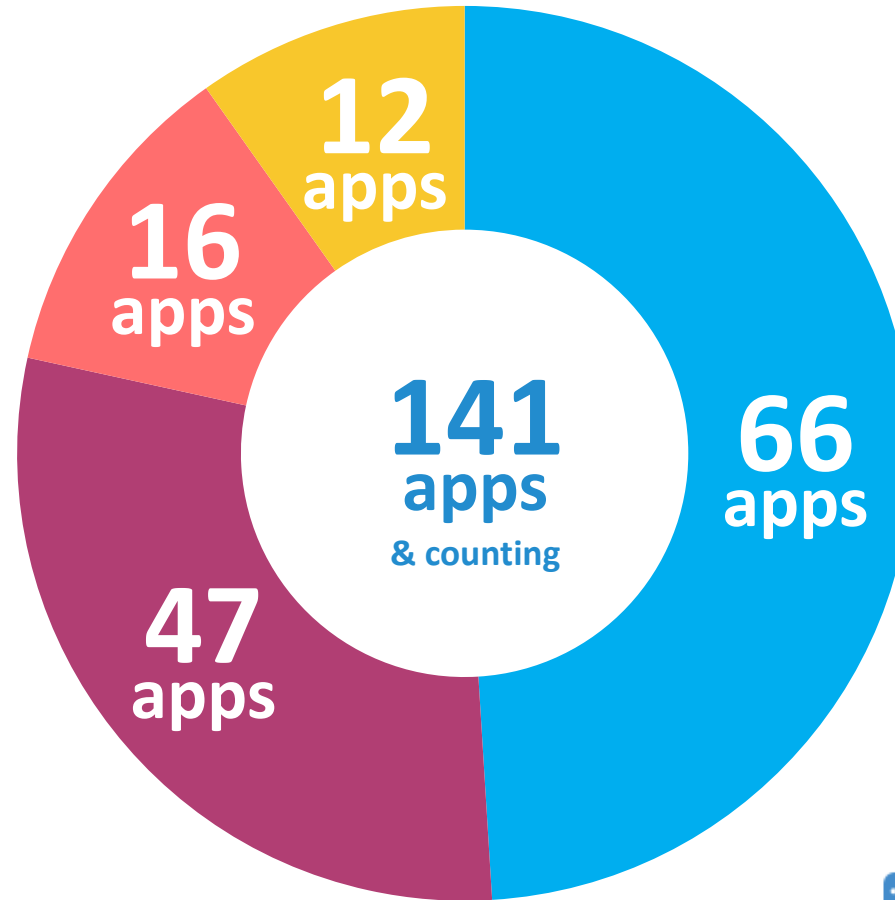- Game Development
- Backend Development

iOS Team

Android Team

WP Team

Business Team

QC Team

BB Team

UX designers Team

Our Numbers

Total number of Sessions
117,077,286

Total number of projects
57

Total number of unique users
3,023,367

Pie chart

- **141 apps** & counting
- **66 apps** — iOS
- **47 apps** — Android
- **16 apps** — Blackberry
- **12 apps** — Windows phone

Legend:
- iOS
- Android
- Blackberry
- Windows phone

2 Cross projects
39 Native projects
6 Hybrid projects

Tools & Technologies

Graphics		Indesign	Photoshop	illustrator	
		Omnigraffle			
Development		XCode	Eclipse	PhoneGap	Vuforia
		Unity 3D	Cocos 2D	Signal R	AR
		NFC	iBeacons	JQuery	HTML5
		CSS3	Sencha	Metaio	
Data Mgmt		Share point	PHP	WCF	
		MVC	ASP.net		
Data Storage		Parse	Amazon	SQL Server	

Push Notifications

Urban Airship

Parse

Pushwoosh

Native

Flurry Analytics (since 2008) is integrated with all our apps, to help us get insights of our mobile apps performance through a rich dashboard of info-graphs.

170,000 developers using flurry

5.5 billion app sessions per day

8,000 publishers

1.4 billion devices monthly activity

Used in 7 apps per device on average

Used in 150 countries

LiNK Development

FLURRY

Our Clients

Our Clients

esri

Microsoft® GOLD CERTIFIED Partner

BlackBerry PLATINUM Enterprise Partner

QUALCOMM®

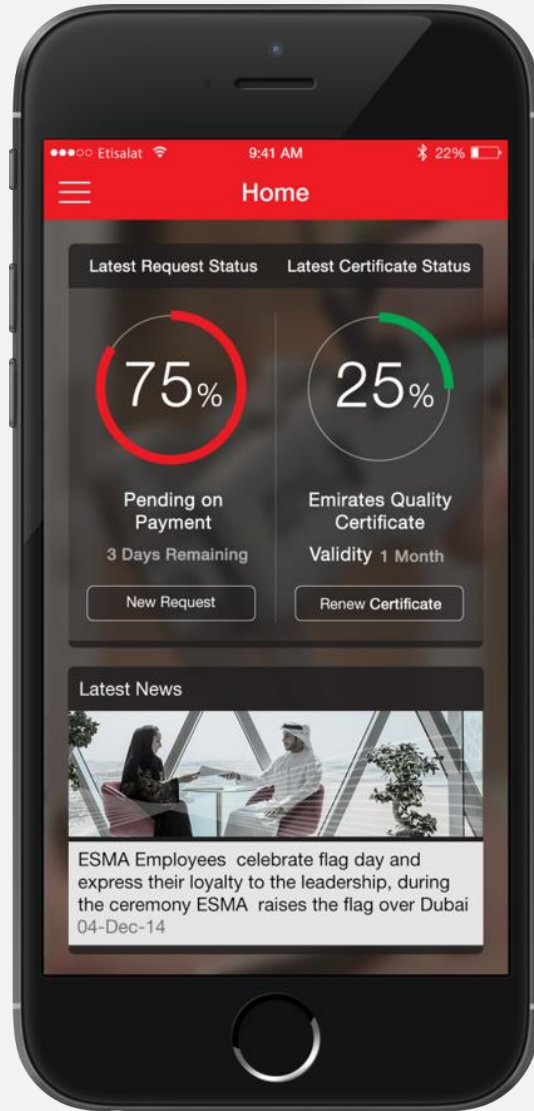LINK Development

A closer look

OUR PORTFOLIO

Governmental Citizen e-services

New!
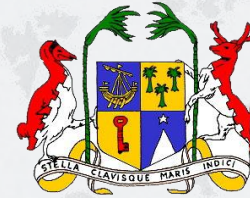
Emirates Authority for Standardization & Metrology – ESMA

An application providing consumers with a mobilized channel of services of ESMA.

Backend: CMS – CRM   **Developed by LINK development**

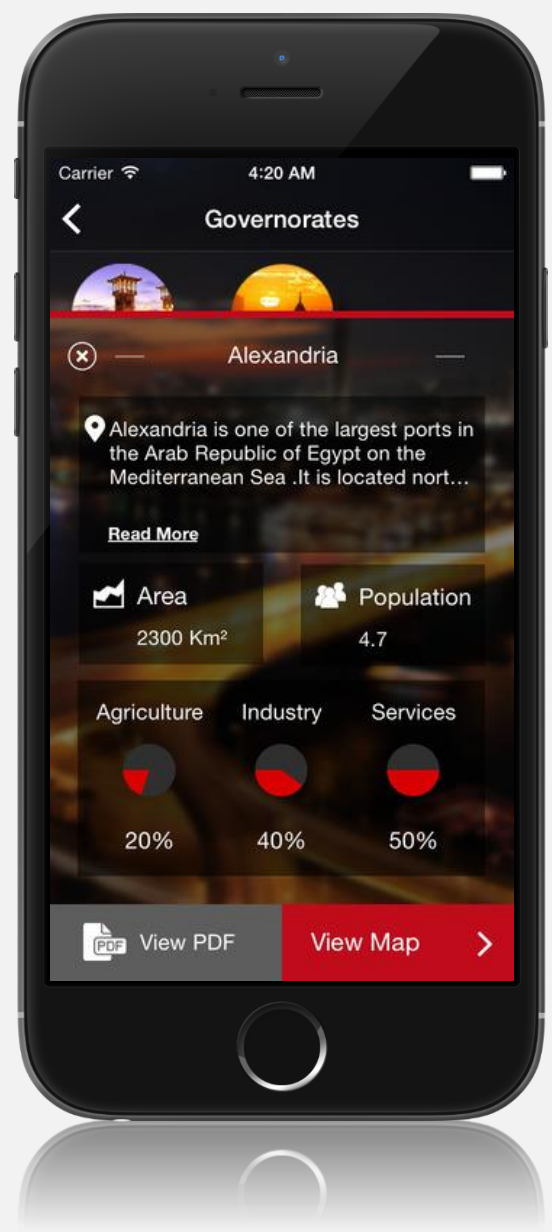# Egypt Investment Map

GAFI's official tool for exploring Egypt's lucrative investment opportunities, sector studies and investment infrastructure.

El Qassim, KSA

An application for El Qassim citizens in KSA, allowing them to contribute to their country by sending new development ideas for different government entities

Backend: CMS – Share point   **Developed by LINK development**

Ministry of Environment and Water, UAE

MOEW e-services mobile applications

The "***Best Endpoint & Mobile Device Security Implementation***" award in GISEC 2014 (*Gulf Information Security EXPO & Conference*).

Backend: CMS – Share point   **Developed by LINK development**

Ministry of Environment and Water, UAE*

MOEW Minister executive app

An iPad application   especially developed for the minister; covers important reports, specification, and alerts to allow for close monitoring of the ministry activities & performance.

*This application is not publicly released on mobile markets.

Backend: Tableau BI   Developed by LINK development

Ministry of Social Affairs, UAE*

An application for "disabled" citizens, allowing them to handle their ministry-issued cards.

Backend: CMS – Share point

*2014

Qatar National Day 2012, 2013,2014

- Qatari National Day official mobile applications;

- Multiple apps for each platform, including an augmented reality geo location app.

Backend: CMS – Share point   **Developed by LINK development**

Ministry of Cabinet Affairs, UAE

An application aggregating all UAE laws.

Backend: NOP Commerce   Developed by LINK development

Emirates Post, UAE*

Emirates Post greetings cards mobile application: helps users create e-Greeting Cards, Stamps, Flyers and posters .

*This application is not publicly released on mobile markets.

Emirates Post, UAE

- Emirates Post online eservices provided through a mobile application.

- Rate Calculator
- Track & Trace
- E-P.O. Box
- Location
- Customer Enquiry
- Request Follow up

Department of Economic Development, UAE

Abu Dhabi DED official mobile application.

Backend: CMS – Share point   Developed by LINK development

Mauritius Government
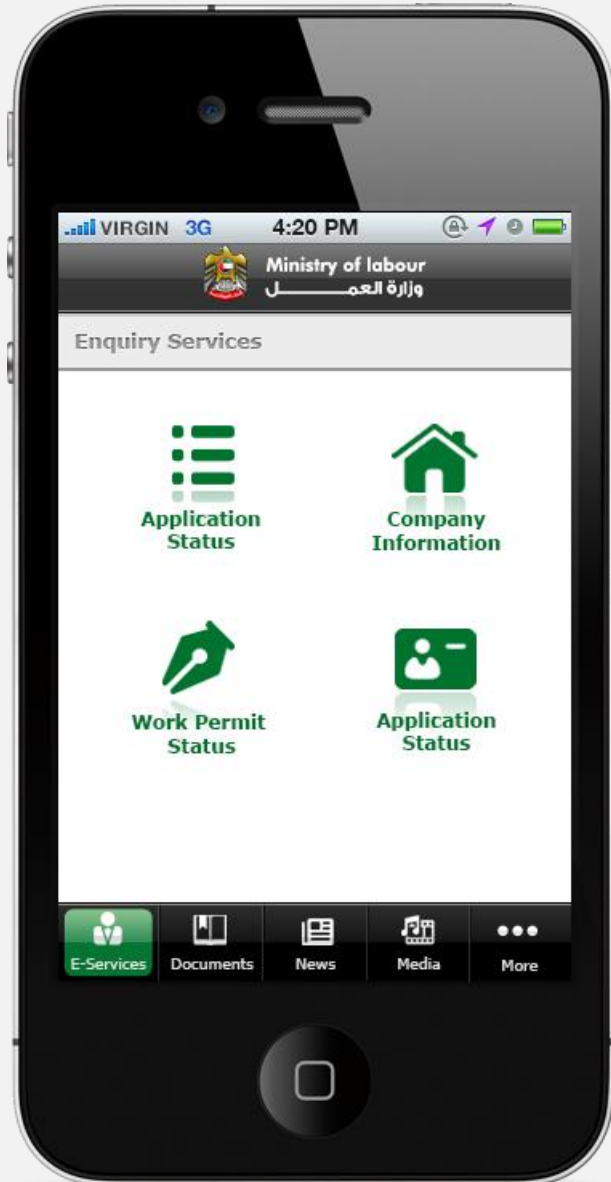
Official Mauritius e-services mobile apps

Backend: CMS – Share point   **Developed by LINK development**

Ministry of Labour, UAE*

Ministry of Labour - UAE services app. Includes checking work permit status, your company and labour card information.

Charity & Donations

Qatar Red Crescent

- QRCS is an interactive app that allows users to donate for QRCS using their credit cards, volunteer for any of QRCS activities, register to attend any of QRCS course or request any of QRCS services.

- Developed on handhelds for donation collectors, in addition to Android and iPhone smart platforms.

Backend: CRM

Developed by LINK development

Emirates Charity, UAE

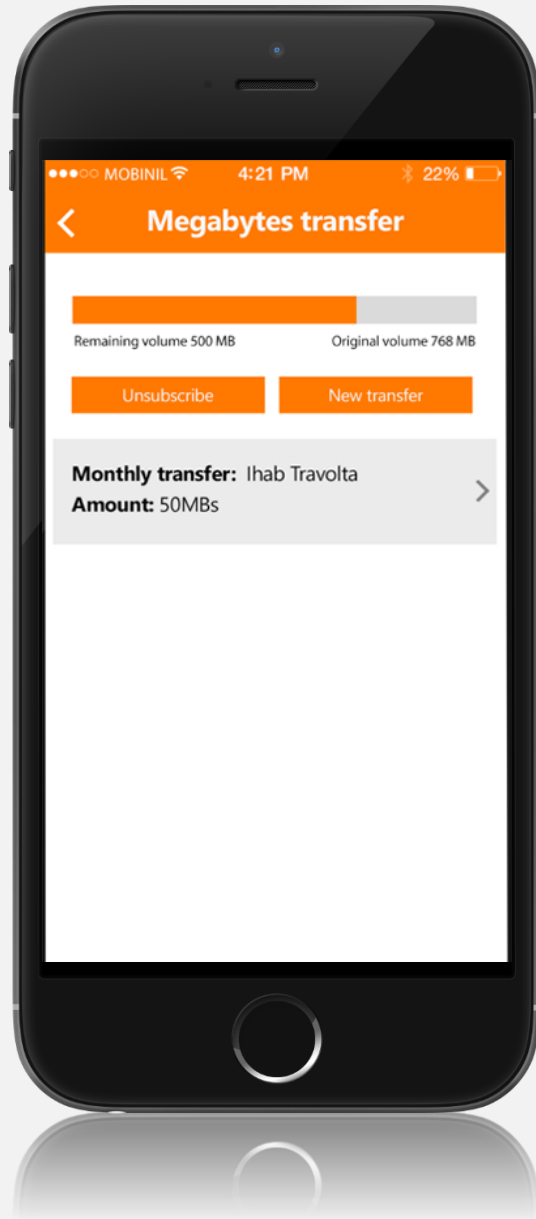- Mobile apps providing charitable services of Emirates Charity Organization in UAE.

Backend: CMS – Share point   **Developed by LINK development**

E-services

Mobinil Internet Selfie

- The application is specially designed for Mobinil users to transfer data buckets (MBs).

Mobinil & Me

The aim of the application is to leverage the various services provided by Mobinil to its end-users. Viewing Plans, subscribing to new packages, pay bill or recharge balance, view latest offers and promotions and other marketing content from Mobinil.

Backend: CMS – Share point   **Developed by LINK development**

Egyptair

- The official EGYPTAIR mobile application. Features include flight booking, flight status and check-in.

Backend: CMS – Share point   Developed by LINK development

E-Mall, Saudi Arabia*
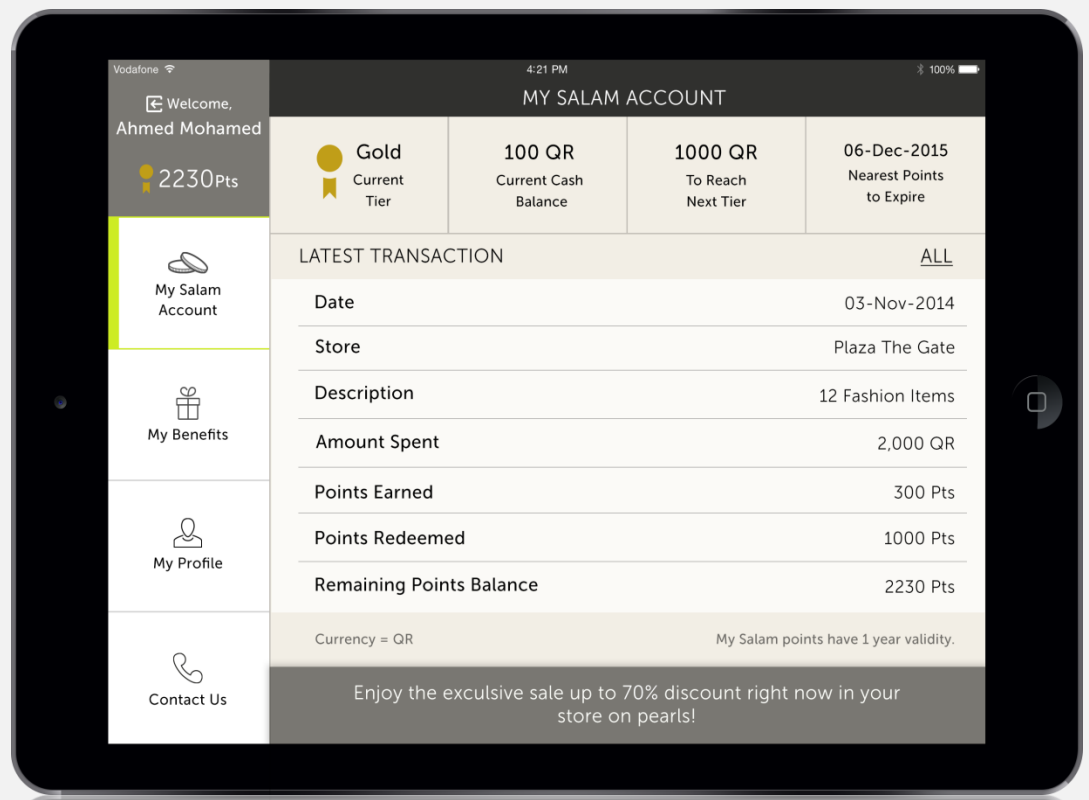
- Shopping app for Saudi Post's E-Mall

Loyalty & Discount Cards

Al Salam Stores, Qatar

- Loyalty app: a merchant application for Al Salam stores.

*This application is not publicly released on mobile markets.

Backend: CMS – CRM   **Developed by LINK development**

Premium Card, Egypt

- Official application for Premium Card, the first truly guaranteed interest-free credit card available only in Egypt.

Backend: CMS – ASP.NET   **Developed by LINK development**
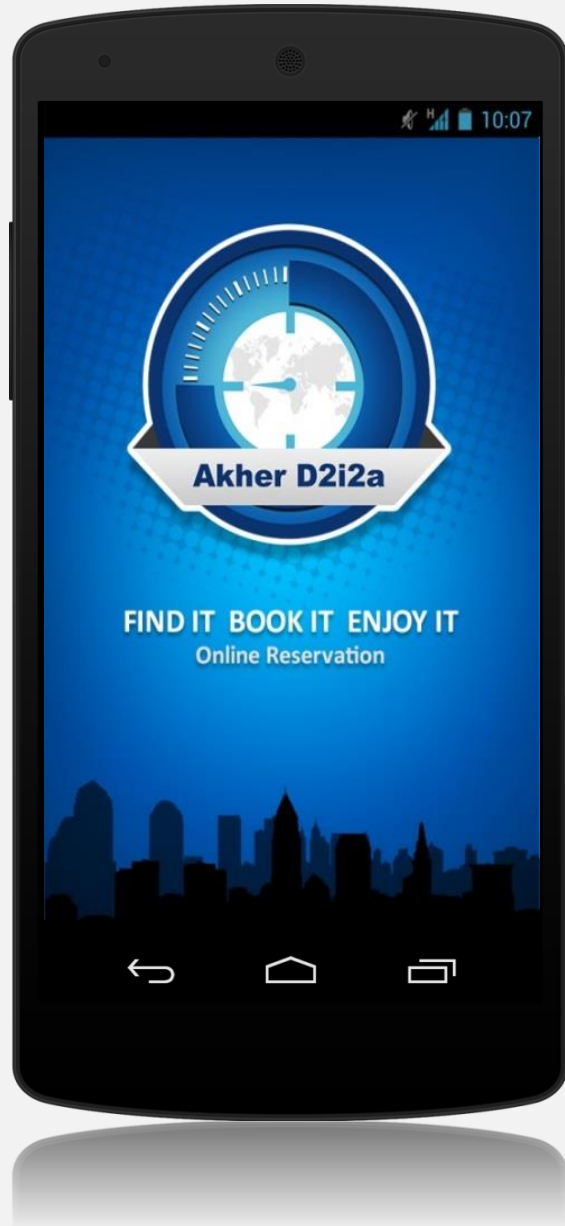
Crown Card, Egypt

- Official Crown Card (discount card) mobile application.

- browse merchant retail outlets

- call outlets directly from the app

- Maps for branches

- Latest offers and promotions

- Get all the information about our money vouchers

Backend: CMS – ASP.NET

Developed by LINK development

Kaza Club, Egypt

- The 'Akher D2i2a' app is been specially designed for 'Kaza Club' Members in Egypt.

- Make hotel reservations
- get a special discount sup
- filter by price, location, and hotel stars.
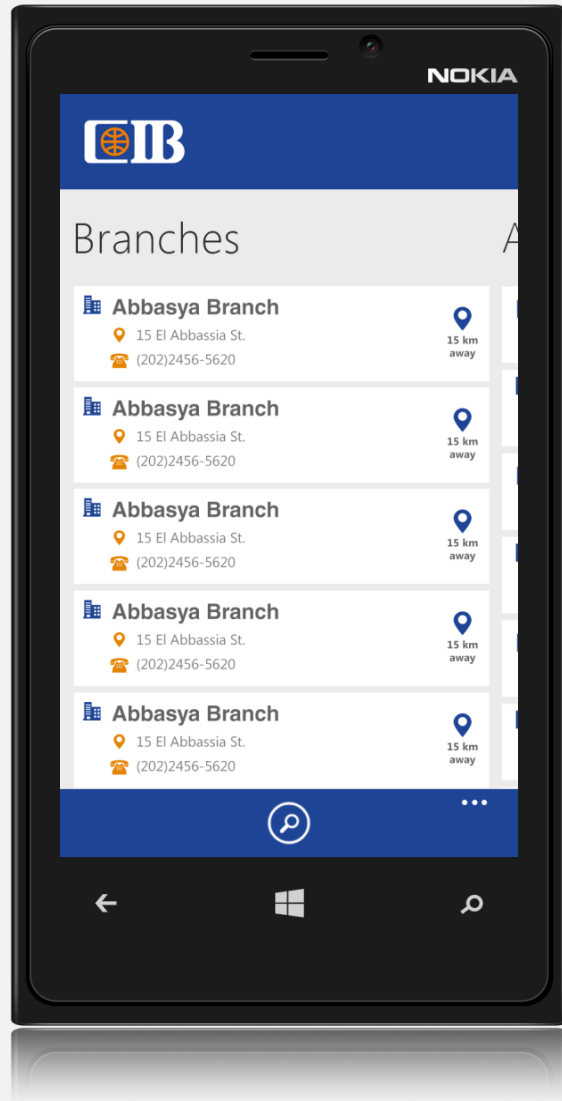- book in under 60 seconds with special rates.

Backend: CMS – ASP.NET   **Developed by LINK development**

Banking & e-finance

CIB Egypt*

- Official CIB Bank application.

Backend: CMS – Share point

Developed by LINK development

Arab Finance

- The official Arab Finance mobile application:

- Market stocks prices watch list: modify and monitor certain stocks.

- Market Lists: see top and worst lists each day by volume and price change.

- Charts for both the EGX indices and for stocks with auto update

Backend: CMS – ASP.NET   **Developed by LINK development**

Sports

My Sadd

- Qatar's national soccer team mobile application.

YallaKora Egypt

- Official mobile app for yallakora.com, the biggest sports portal in the Middle East.

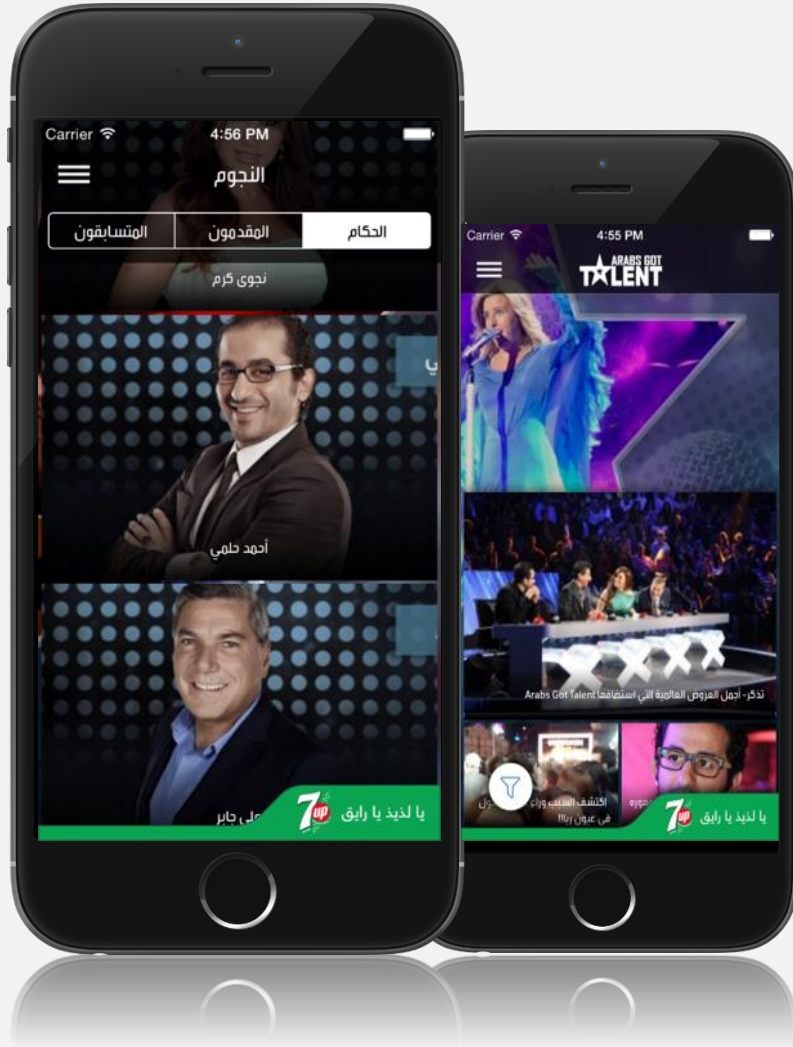# Sports Arabia

- Sports Arabia official mobile app

TV & Entertainment

Arab's Got Talent 2014

- Official Arab's Got Talent mobile apps.

- **Provided by** mbc GROUP

Al Rayyan TV, Qatar

- Al Rayyan TV, the national TV channel of Qatar.
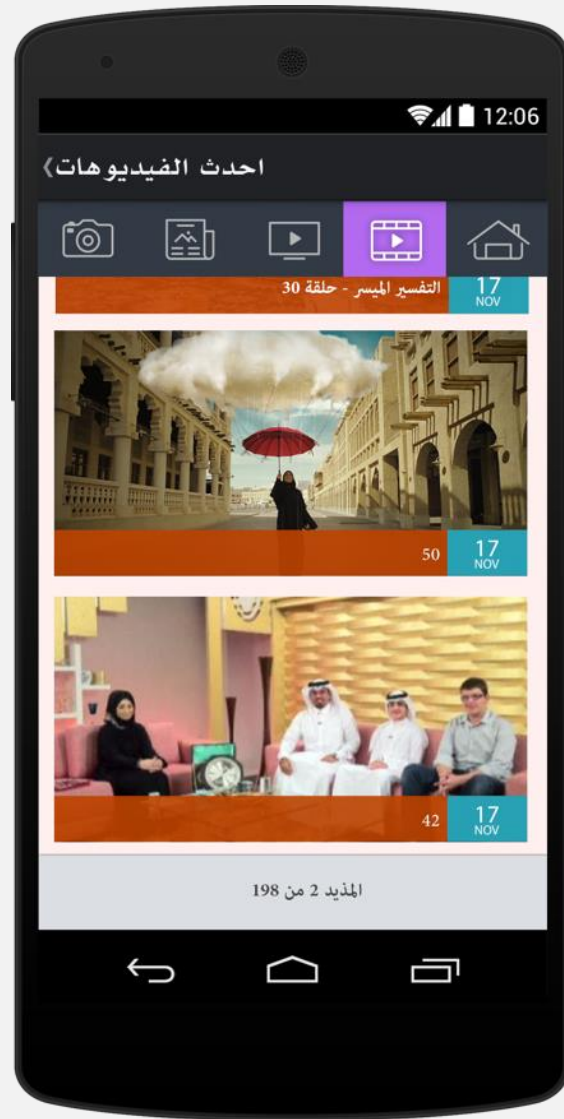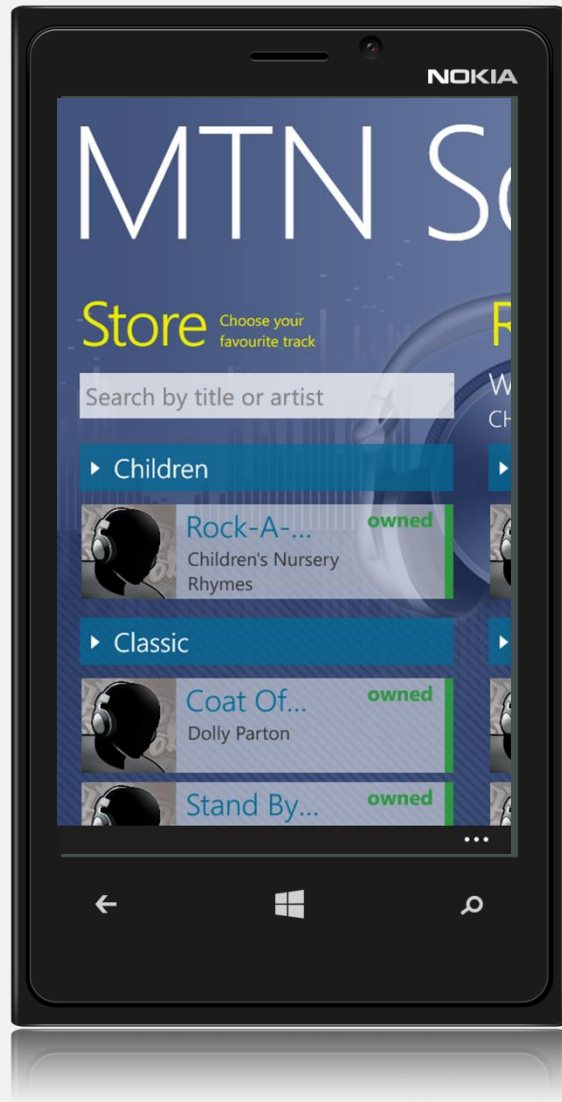
Backend: CMS – Share point   Developed by LINK development

Qatar Television

- A mobile app providing a direct communication channel with its viewer, providing them with the latest channel's services and news.

MTN Song Star

- A karaoke application developed especially for the MTN Song Star Contest 2013 in Nigeria.

- *The app allows contestants/users to record and sing along their favorite songs, while allowing them to upload and share recordings with fellow app users on different social media such as YouTube and Facebook.*

Yallabina

- Egypt Movies Guide, official yallabina.com mobile application.

Tazkarty

- Book at your favorite hotspot or get your hands on that must-have ticket. BOOK IT! On the go bookings to the best restaurants, clubs and bars in Egypt. Nationwide reservations at your fingertips. BUY IT! Wherever you are, whatever you're doing, secure your TICKET to the hottest events, concerts and parties. Tickets delivered straight to your door. Cash on delivery.
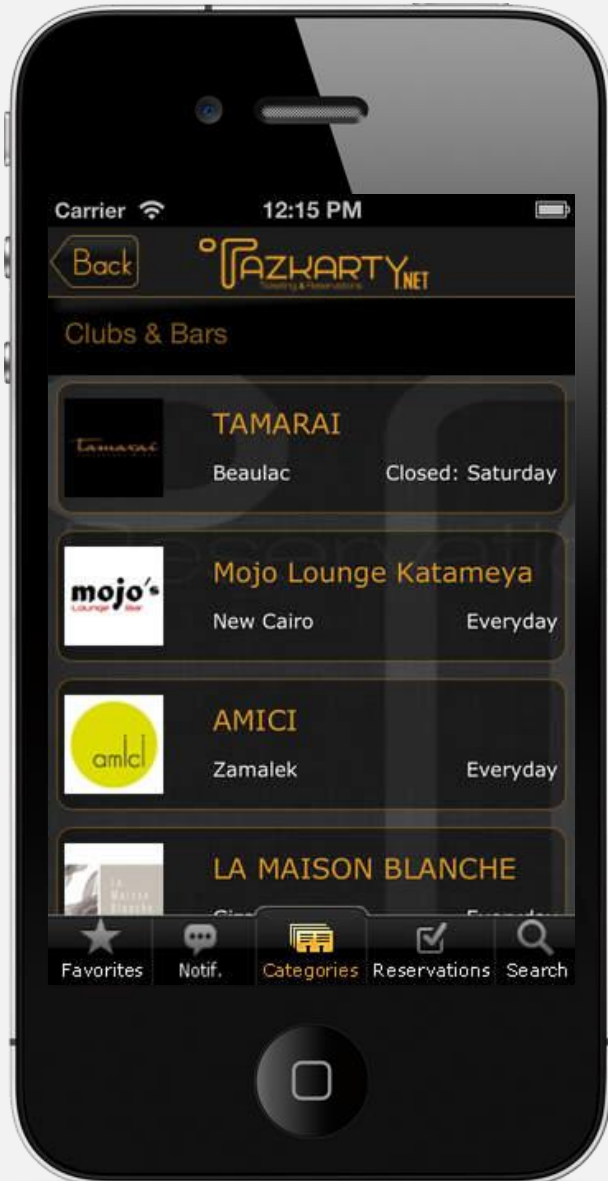
Health & Fitness
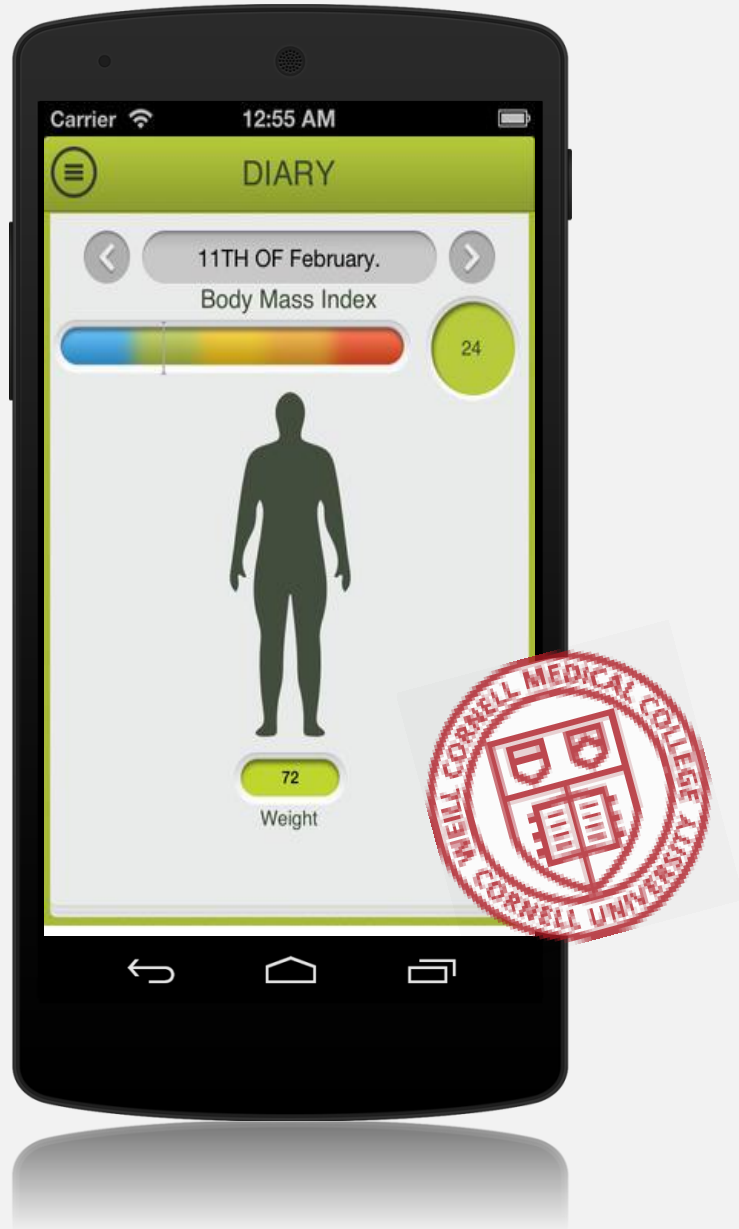
Your Health First Calculator

- Your Health First, which translates to Sahtak Awalan "صحتك أولاً" in Arabic, is an educational health program designed to build healthier lifestyles with the aim of building a healthier community. The application was developed for Qatar's Weill Cornell Medical University in collaboration with Vodafone.
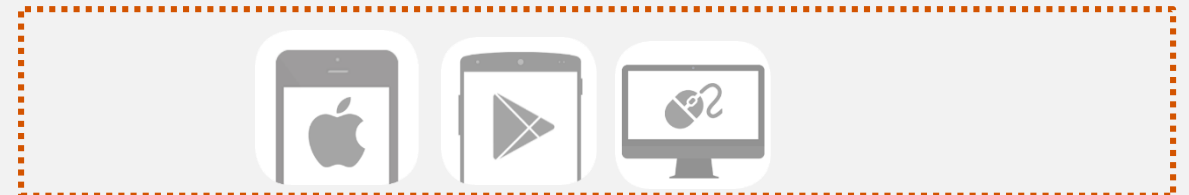
Backend: CMS – ASP.NET   **Developed by LINK development**
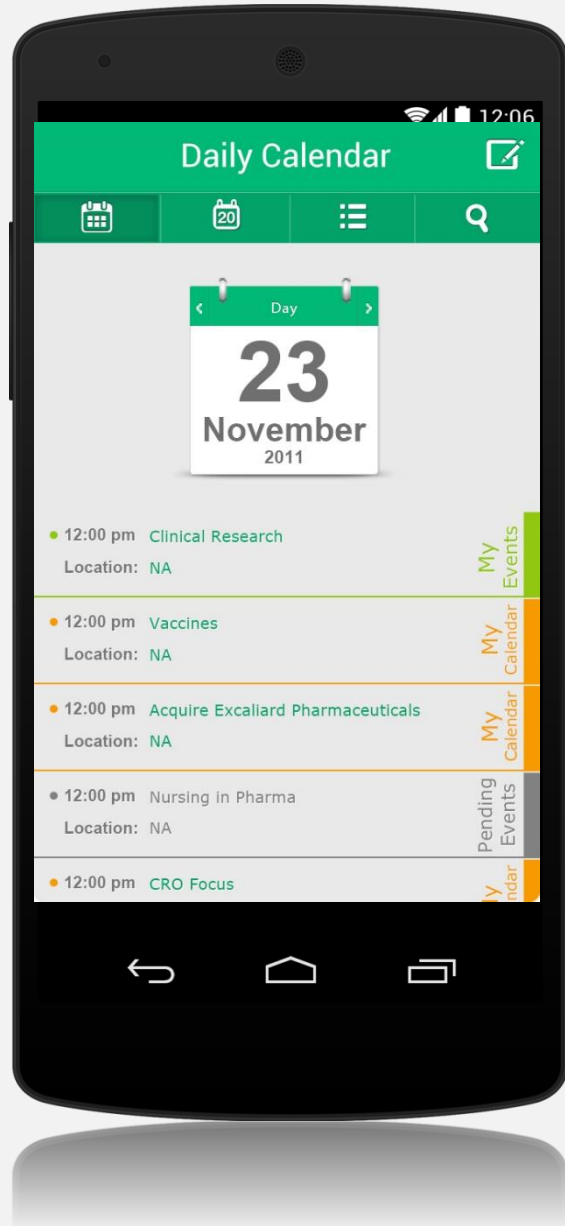
Physicians Calendar

A solution developed for a prestigious multinational pharmaceutical corporation with special services for its registered physicians. Features include latest news, medical information, slide kits for materials, event invitations.. The apps also include an advanced multi-view custom calendar to check events, national holidays and sync with personal calendar, in addition to push notifications.

Backend: CMS – ASP.NET　　　　**Developed by LINK development**

Enterprise & Internal Apps

OTVentures Intranet App*

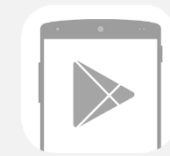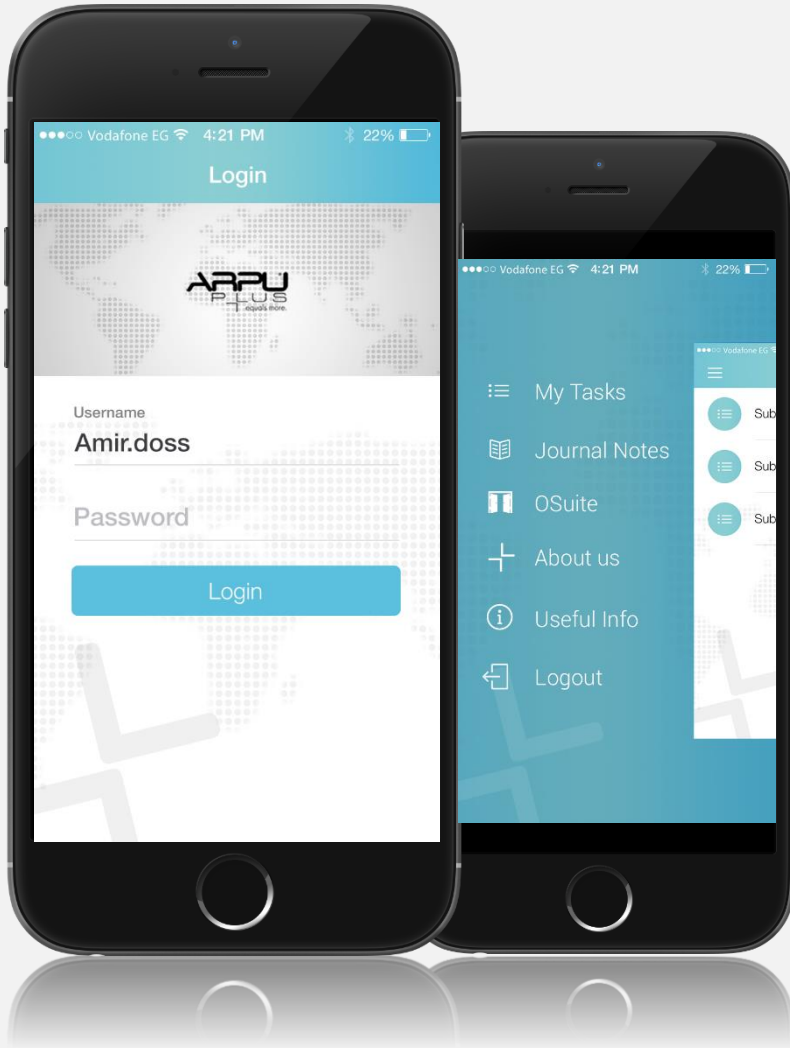An application providing access to OTVentures employees to internal corporate services.

*This is an internal application that is publicly released on mobile markets.

New!

Arpu Plus Intranet App *

An application providing access to OTVentures employees to internal corporate services.

*This is an internal application that is not publicly released on mobile markets.
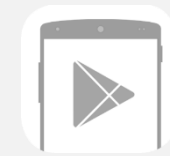
Service Manager App*

An application allowing users to report incidents to the organization's Help Desk Support on any data or network related issues. The mobile application communicates with MS Help Desk Service Manger via a service layer.

Features Include
- Submit incidents
- Update incidents
- Close incidents
- Reopen incidents
- Track incidents status

*This is an internal application that is not publicly released on mobile markets.

Service Manager

Title:

Description:

Impact: Low

Urgency: Low

Classification:

Submit Incident

Service Manager

INCIDENTS   CHANGE REQUESTS   ACTIVITIES

Manual   Review

Food Ordering

Otlob*

- The official food-ordering app for Otlob, http://www.otlob.com

Otlob Saudi*

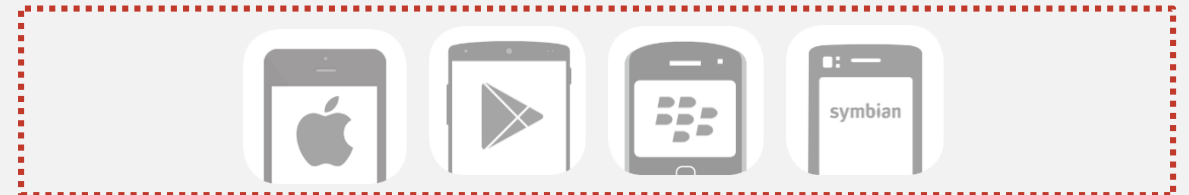- Food-ordering mobile application for Otlob KSA.

McDonald's

- Official Mcdonald's Egypt food-ordering application.

Games

Banana Gun

- Arcade Game.

Banana Gun2

- Arcade Game

Hadoota

- An all-in-one bedtime companion for children and parents.

- There are all kinds of fun and interactive bed time stories: animated, narrated and featuring fun and educational games & puzzles too. You also have your very own doodles dashboard where you can draw and paint with your fingers and hang up your new artwork just like in real life.

Tarneeb

- Tarneeb is a very popular card game in the Middle-East although it is played in variety of rules from one country to another, this is the Egyptian style of tarneeb, finally on your iPhone.
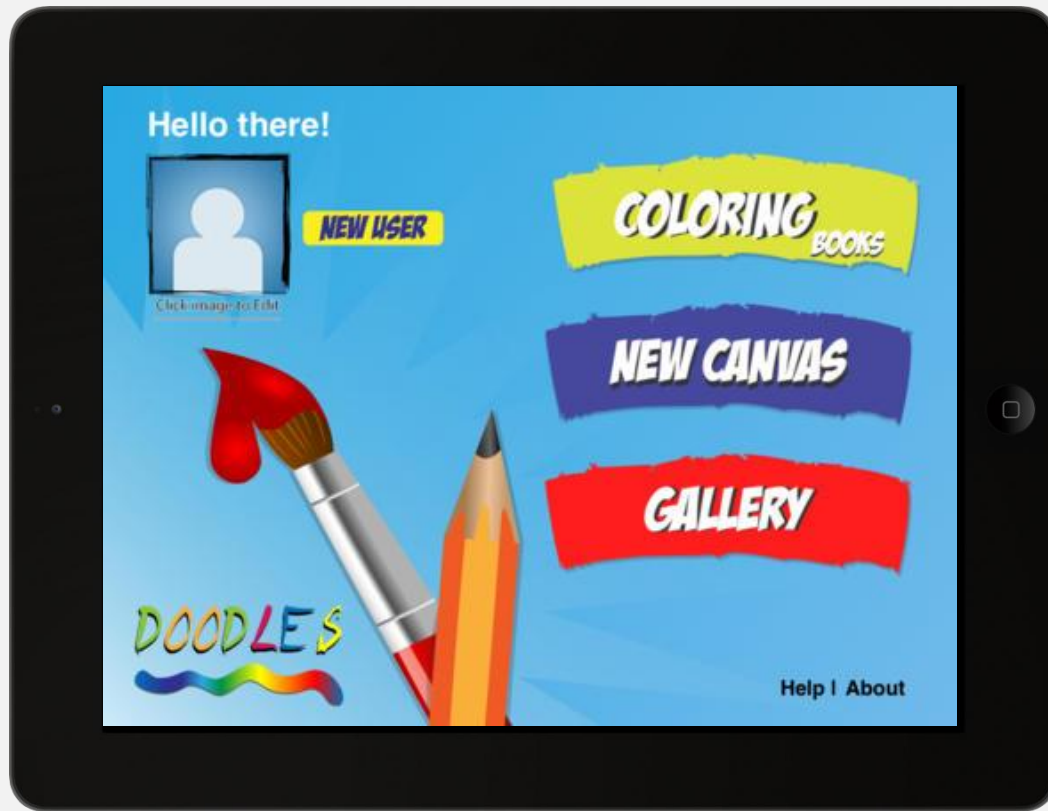
Estimation

- Estimation is a VERY popular trick-based card game in MANY countries all over the world, now available on your iPhone.

Doodles

- A finger-coloring app fun for all

Ziad's Alphabet

- A toddler app for teaching Arabic and English alphabet.

Our Products

Taree2y

- Taree2y is the premier and the most advanced application for traffic information in Egypt
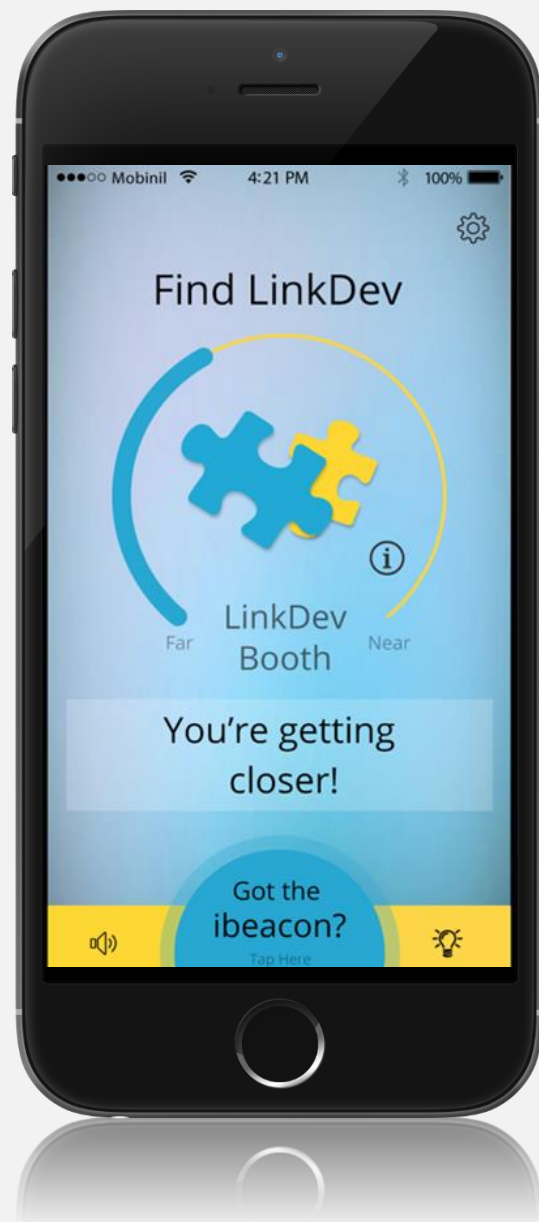
Backend: CMS – ASP.NET   **Developed by LINK development**

Find My Keys

- The application help the users to use the iBeacons technology to find his keys anytime & anywhere

iSebha

- Islamic Prayer Beads & prayers. Available in Arabic and English.

Emsakeyet Ramadan 2012

- Ramadan prayer times for the holy month of Ramadan (2012).

LINK Dev

- Informative app about LINK Dev.

El7a2ny

- An emergency application containing a complete list of emergency numbers for Egypt.

- Facilitates calling in a simple two-step process or by using Voice Commands right from your home-screen.

- Using the *Help ME* feature, users can report their current location with a custom rescue message sent automatically via sms/email.

News

Masrawy

- Official mobile app for Masrawy.com, the leading Egyptian news portal.

Akhbarak*

- Akhbarak.net official mobile apps.

Contact Us

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LINK developmentelopment, is a well-established technology solution provider, founded in 1996. Headquartered in Egypt with offices in UAE, KSA, Qatar, LINK developmentelopment's reach expands throughout the Middle East providing a wide range of SMART government & enterprise solutions and services. Being a Microsoft Gold Certified Partner, the highest level of partner certification from Microsoft, the company has positioned itself at the forefront of the industry in the region. LINK developmentelopment also acquired both ISO 9001:2000 certified and CMMI level 3 accreditation. For more information, please visit: http://linkdev.com