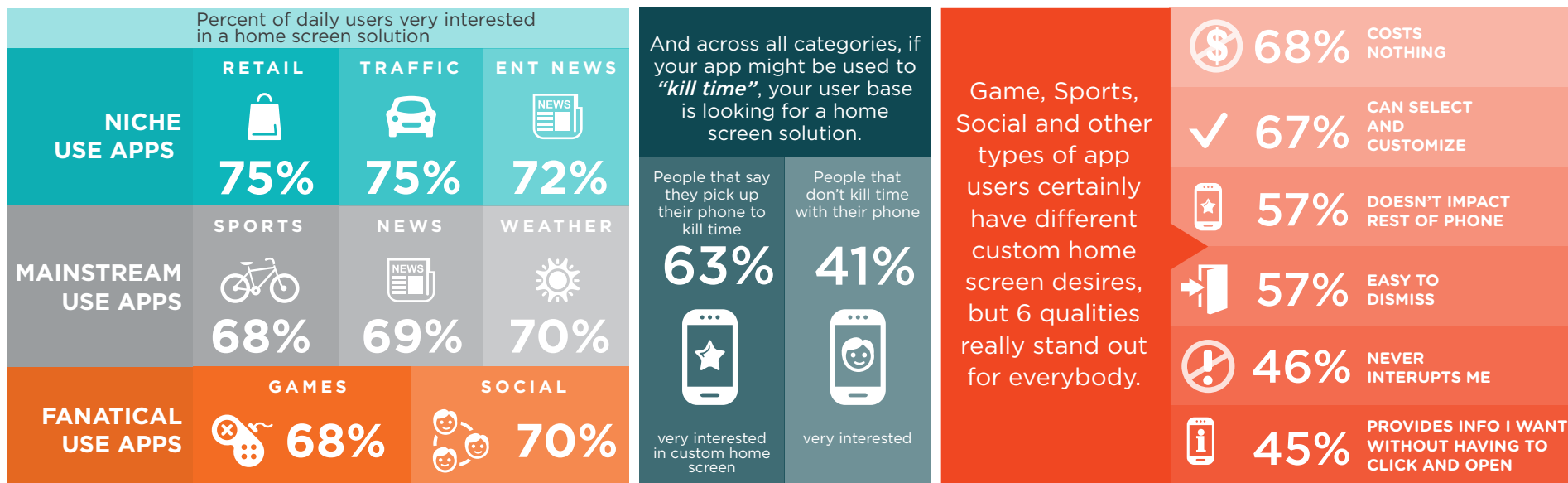




CONSUMER USE DEMANDS HOME SCREEN SOLUTIONS

With 40% of all mobile users saying they're **Extremely Interested in a custom home screen solution**, the home screen's impact will be felt across the mobile ecosystem.



KEY TAKE AWAYS

Initial Facebook Home design was doomed from the start

Complete lock and home screen takeovers ideal for only a segment users

Push Notifications don't solve consumers' needs

The Wireless Carriers have unique opportunity to allow limited free usage to capture market share and ad revenue