

# Mobile: 10 things you need to know

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cxpartners



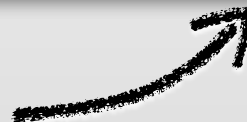
# #1

**You've not closed  
the loop yet**

What people do



How the site supports them



# #2

**It's not a small  
web browser**



# #3

## Phones are getting smarter

## SMARTPHONE FROM 2005



CPU: 220 MHz  
RAM: 22 MB  
Storage: 64 MB  
Display: 5.3 cm  
Weight: 126 g

## PHONE FROM 2009



CPU: 369 MHz  
RAM: 30 MB  
Storage: 1 GB (16 GB max)  
Display: 5.1 cm  
Weight: 88 g

# #4

## Everyone has one

**1.8 billion** internet connections

**6.8 billion** people

**3.4 billion** mobile device owners

# #5

## Data roaming fees will fall



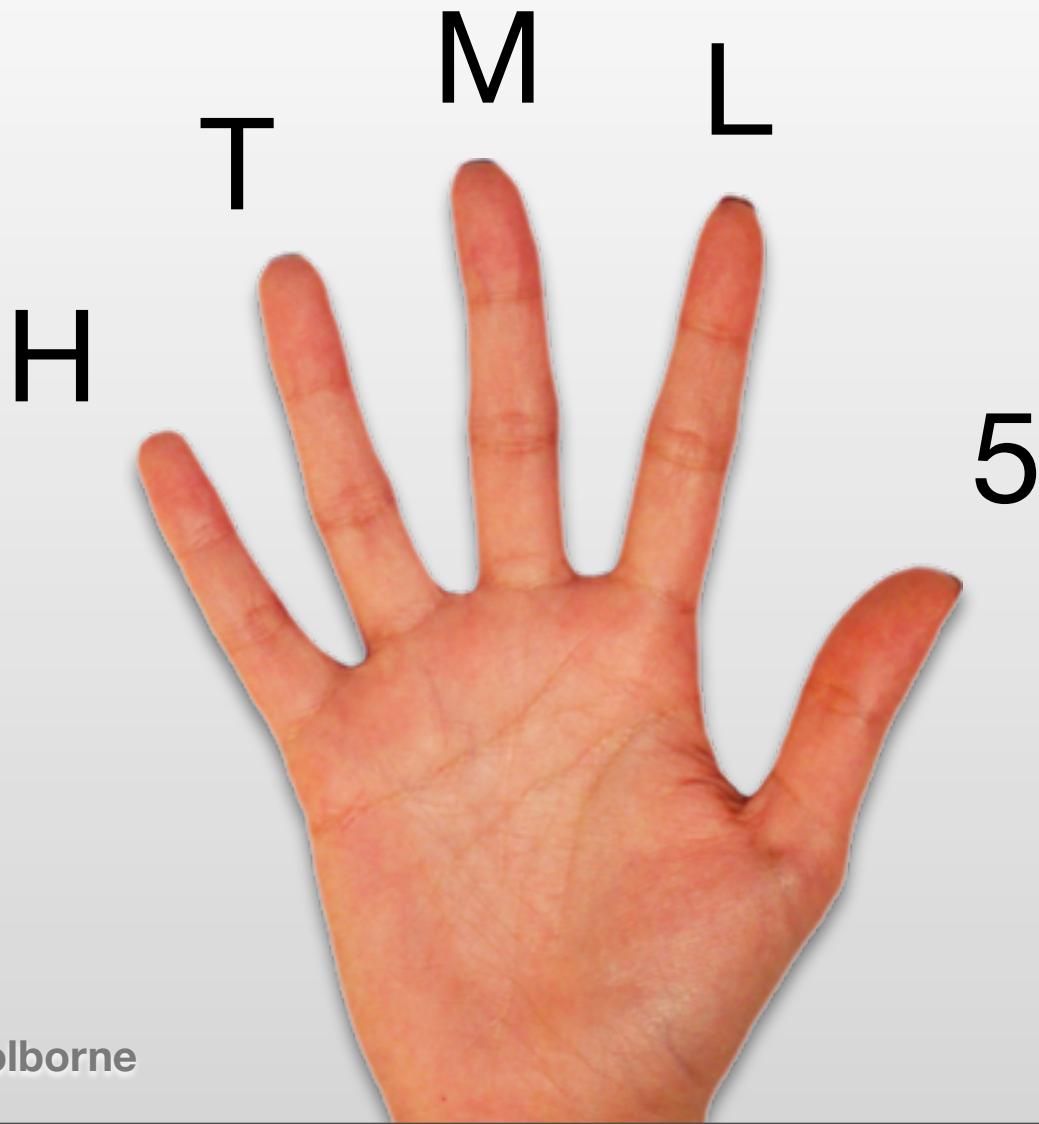
# #6

**It doesn't matter  
who wins the  
phone war**



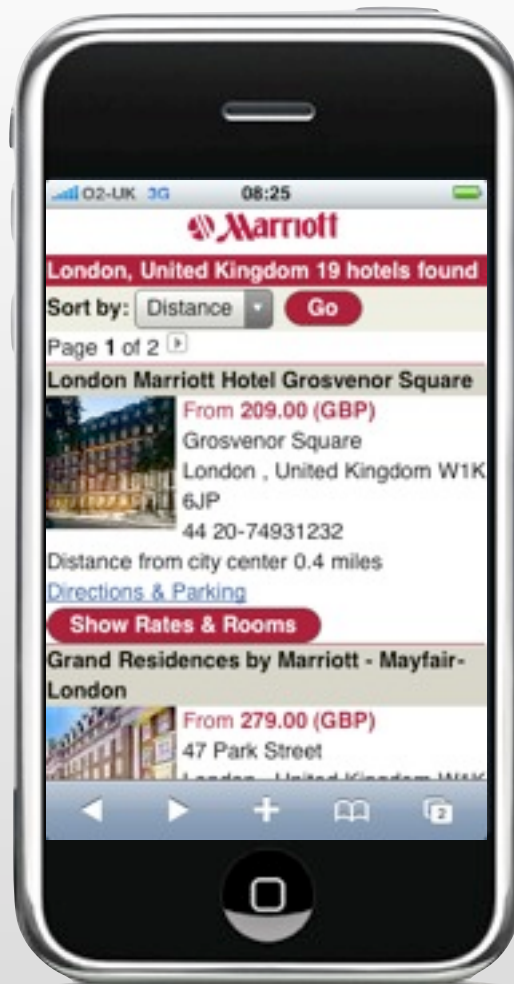
# #7

**It's not about  
apps**



# #8

**Last minute  
becomes last  
second**



# #9

## Cut the junk

- Car Hire Reservations
- Online Check-in
- Special Offers
- Locations
- Vehicle Guide
- Products & Services
- Van Hire
- #1 Club
- Car Hire Partners
- Customer Support

## Hertz #1 Club

[LOGIN](#)[I Forgot/Need Password](#)  
[I Forgot My Member Number](#)

Not Yet a Member?

[Join Now](#)

### Make a Reservation

### View/Modify/Cancel a Reservation

Pick-up Location or Airport Code

[Help me find a Location](#) I'm returning this rental car to a different Hertz car hire location[Learn More](#)

Pick-up Date and Time:

 :10 :00

Return Date and Time:

 :10 :00

Rental Car Type:

 Show Me All [Car Type Details](#) I have a discount (CDP, PC, Coupon or other code) | [What is this?](#)[SUBMIT](#)

## Hertz Global Sale

Hertz Global Sale  
Up to 33% off  
Worldwide[Find out more](#)Great weekend rates  
Extend your  
weekend getaway  
without the worry![Find out more](#)

## Students

off cars  
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[AA customer benefits](#)  
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### Business to Business

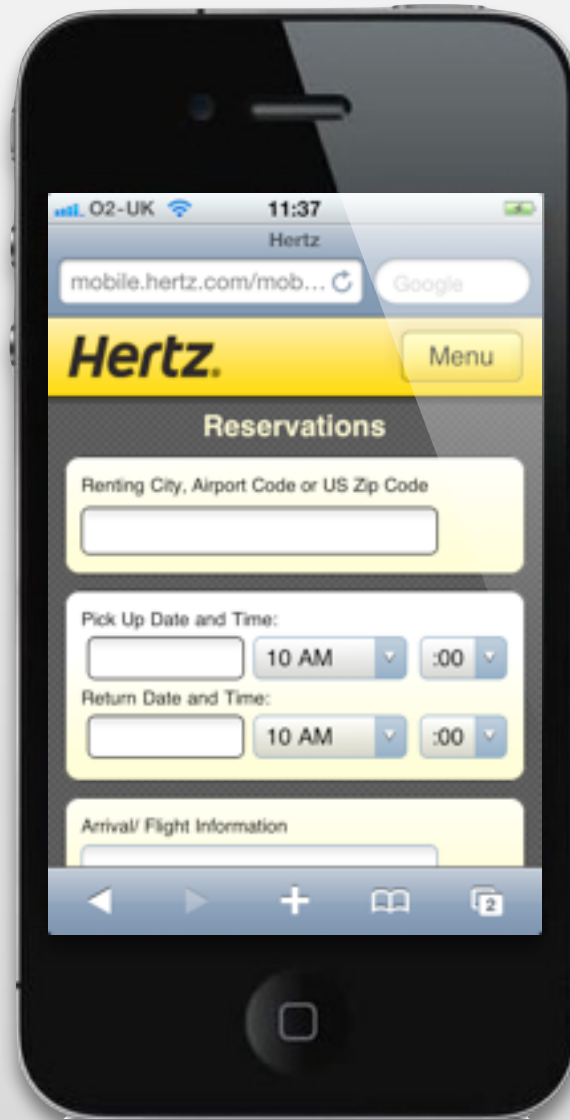
[Travel Agent Login](#)  
[GDS Tools](#)  
[Business Accounts](#)  
[Long Term Car Rental](#)  
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[Malaga Airport](#)  
[Edinburgh Airport](#)  
[Alcanta Airport](#)  
[Dublin Airport](#)  
[Nice Airport](#)

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# #10

## Mobile first



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