

hello



independent mobile

imo advisor overview

hello



The phones

The plans

The carriers

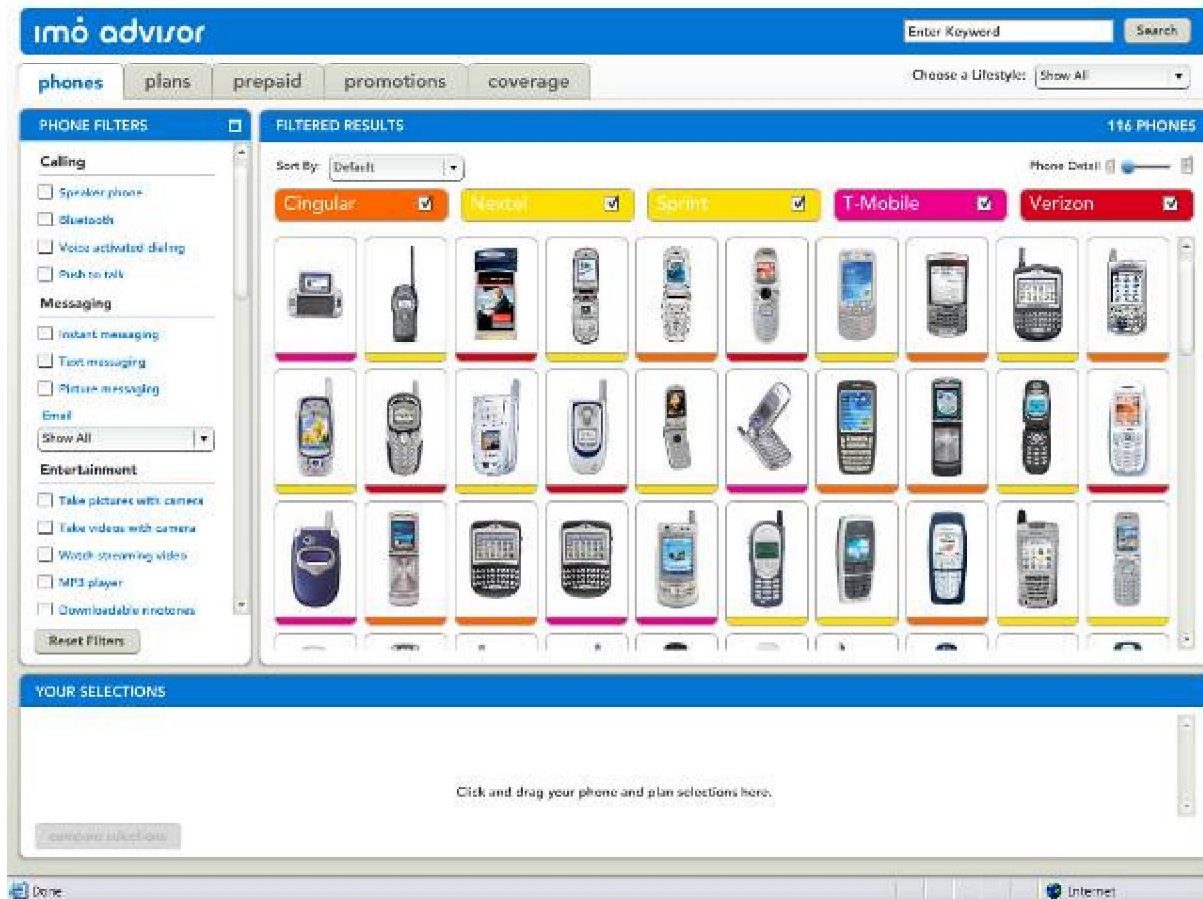
The coverage

At your fingertips

imò advisor overview

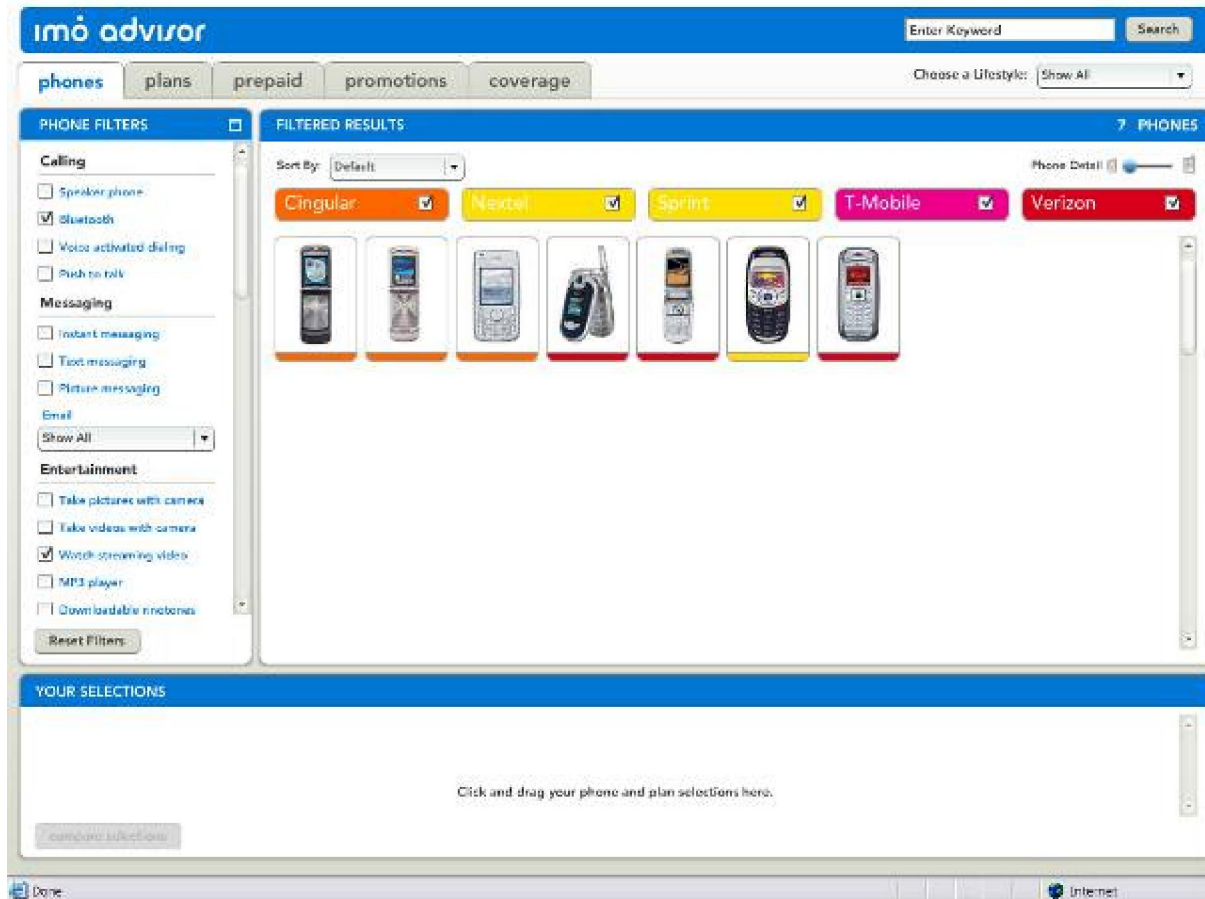
The Phones

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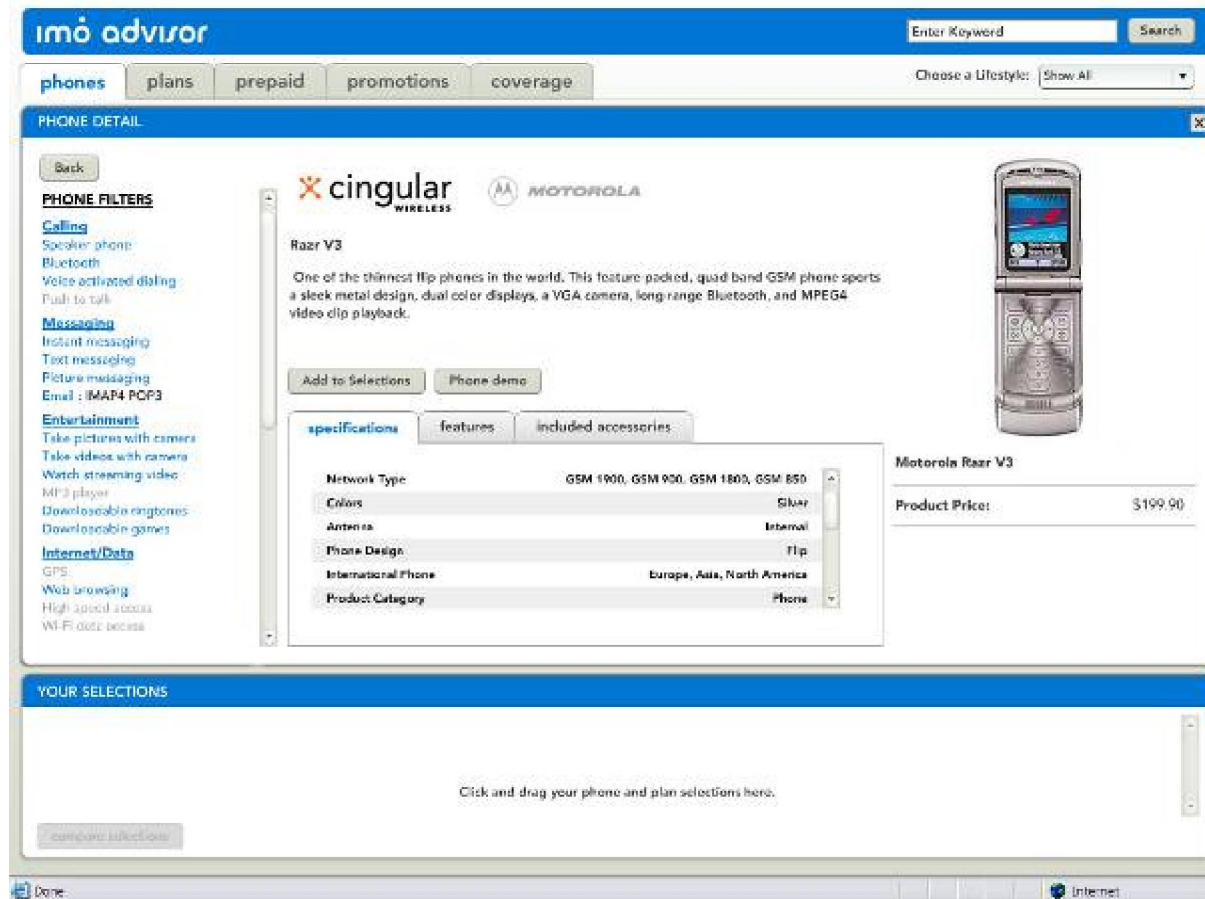


- IMO Advisor is a software tool available at IMO stores for customers to use on their own or with IMO store associates
- IMO Advisor provides information on phones, plans, prepaid phones/plans, promotions and coverage maps
- A keyword search provides an easy way to find specific products
- IMO Advisor has about 100 phones available to explore, a counter keeps track of how many phones match your criteria

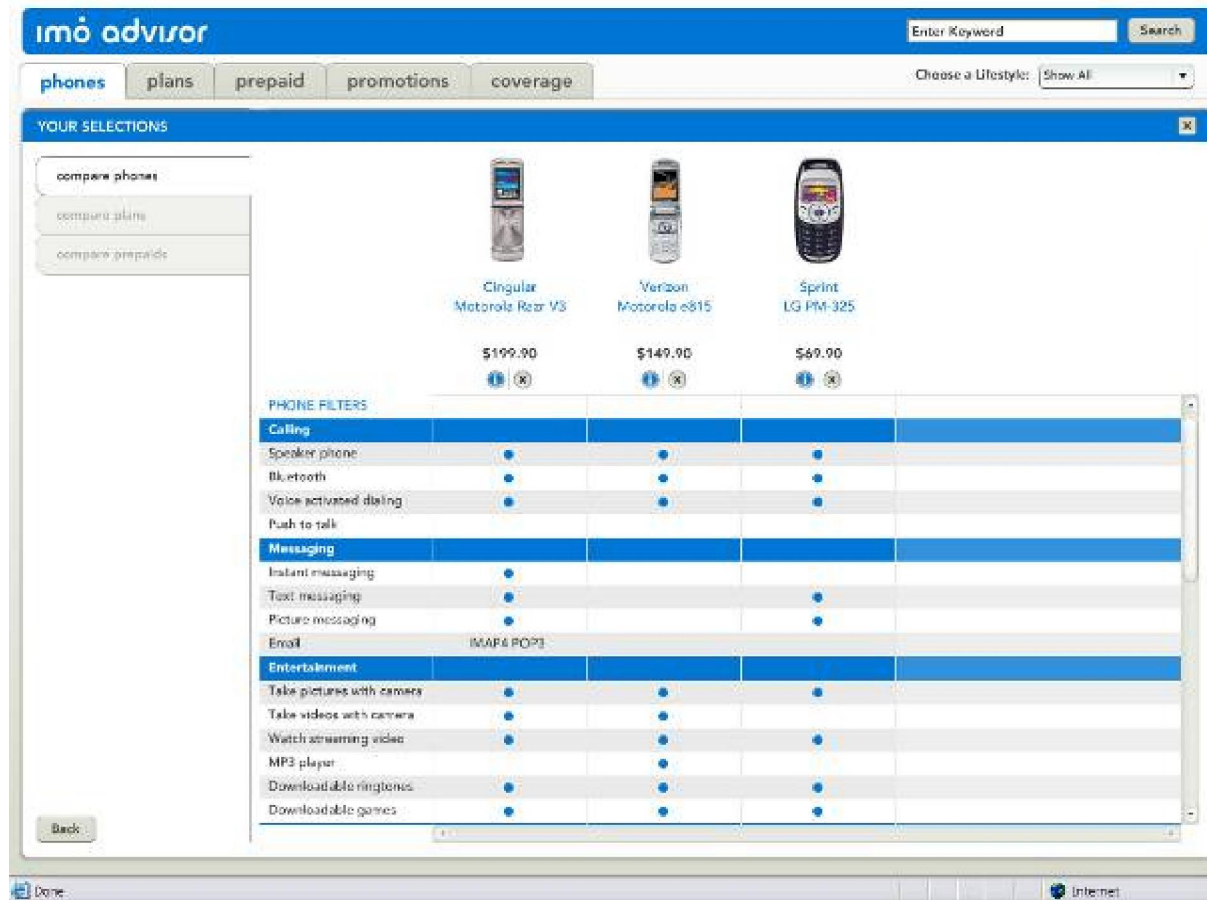
imo advisor overview



- Phone filters are used to narrow down the selection of phones that match your criteria
- Each filter has a brief description (provided during a roll-over) and often highlight new capabilities in cell phones
- Every time you click on a filter, the selection of phones changes to reflect the new criteria
- You can indicate your preference for carriers by turning on and off each carrier
- Matching phones can be sorted by price, carrier or manufacturer



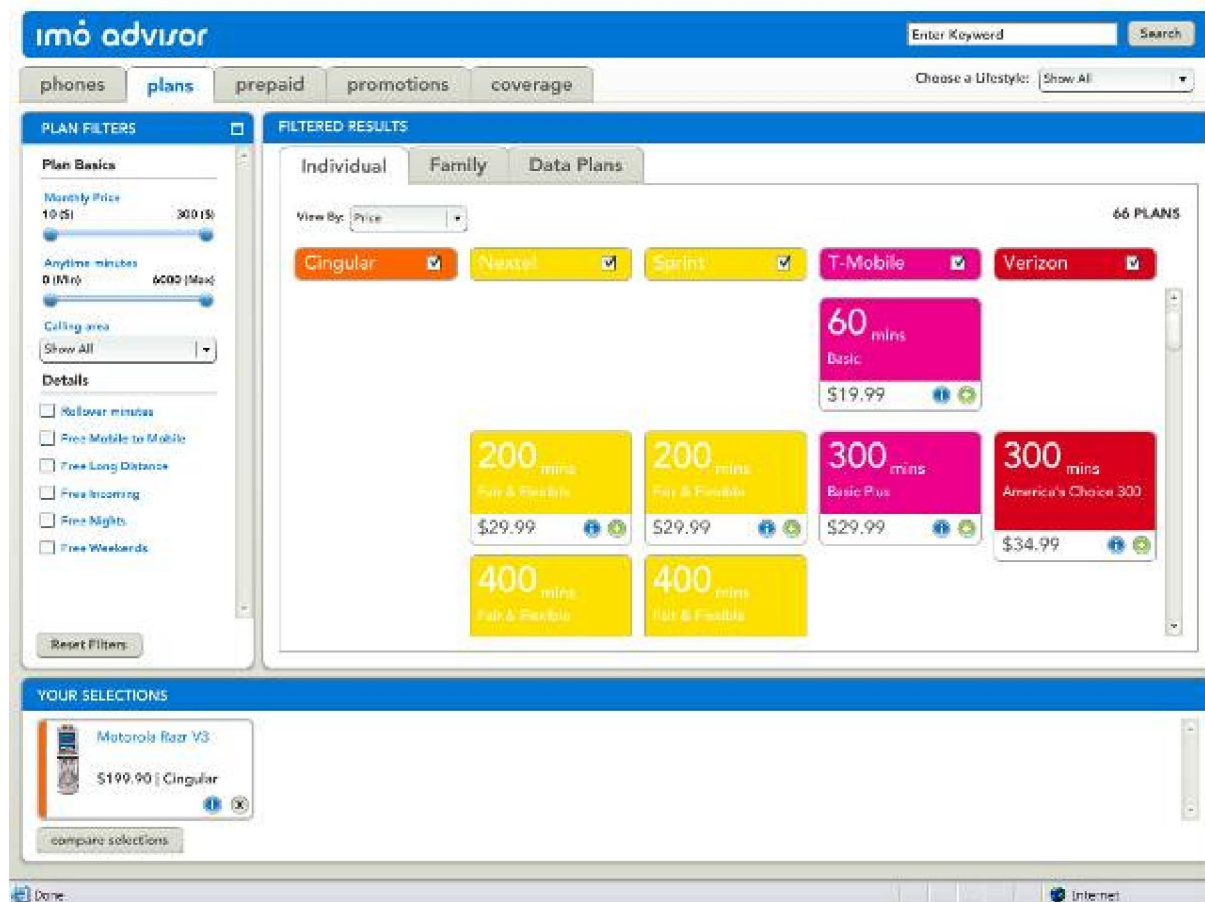
- Clicking on a phone provides detailed information, including a summary of how the phone matches up against the filters, links to phone demos, and pricing information
- You can add a phone to “Your Selections” to compare it to other phones



- By comparing the phones, you can see a head to head lineup of the major features of each phone and further narrow down your selections
- A store associate can provide live demo phones to try out while you browse through IMO Advisor

The Plans and Carriers

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- Plans are grouped as Individual, Family or Data in IMO Advisor
- Within each grouping, the plans are sorted by price or usage (minutes or data) so you can easily compare similar plans across all the carriers
- A plan counter keeps track of how many plans match your criteria
- Plan filters can be used to find specific plan features like free nights and weekends

imo advisor overview

The screenshot shows the 'imo advisor' website interface. At the top, there's a blue header with the 'imo advisor' logo and a search bar. Below the header, there's a navigation bar with tabs for 'phones', 'plans', 'prepaid', 'promotions', and 'coverage'. The 'plans' tab is selected. The main content area is titled 'PLAN DETAIL' and shows the details for the 'America's Choice Family Share Plan 700' by Verizon Wireless. The plan price is \$69.99. A map of the United States is shown on the right. Below the plan details, there's a 'YOUR SELECTIONS' section with a placeholder for phone and plan selections.

PLAN DETAIL

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PLAN FILTERS

[Plan Basics](#)
Monthly Price: \$69.99 (S)
Anytime minutes: 700 (Min)
Calling area: National

[Details](#)
Port over minutes
Free Mobile-to-Mobile
Free Long Distance
Free International
Free Nights
Free Weekends

verizon wireless

America's Choice Family Share Plan 700

\$69.99

Talk to any of our over 43 million customers from the America's Choice calling coverage area, without roaming. Two lines included and add additional lines for just \$9.99 per line.

[Add to Selections](#)

[details](#) [features](#) [options](#) [terms & conditions](#)

Anytime Minutes	700 mins
Monthly Price	\$69.99
Additional Minute Charge	\$45
Length of Contract	2 year
Night Hours	(M-F): 9:01 p.m. - 5:59 a.m.
Weekend Hours	12:00 a.m. Sat. - 11:59 p.m. Sun.
Activation Fee	\$0.00

Plan Price: \$69.99

YOUR SELECTIONS

Click and drag your phone and plan selections here.

[random selections](#)

- Clicking on a plan provides detailed information including pricing and all the available plan options like text messaging bundles and video streaming services, along with their monthly costs
- IMO Advisor tracks your base monthly plan price with options as you select them
- You can add a plan to "Your Selections" to compare it to other plans

The Plans and Carriers

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imo advisor Enter Keyword Search

phones plans prepaid promotions coverage Choose a Lifestyle: Show All

YOUR SELECTIONS

compare phones
compare plans
compare prepaid

Cingular Nation 700 FamilyTalk with Rollover \$69.99 | 700 mins
Verizon America's Choice Family SharePlan 700 \$69.99 | 700 mins
T-Mobile FamilyTime Basic 1000 \$69.99 | 1000 mins
Nextel National Business 1000 \$55.99 | 1000 mins

PLAN FILTERS

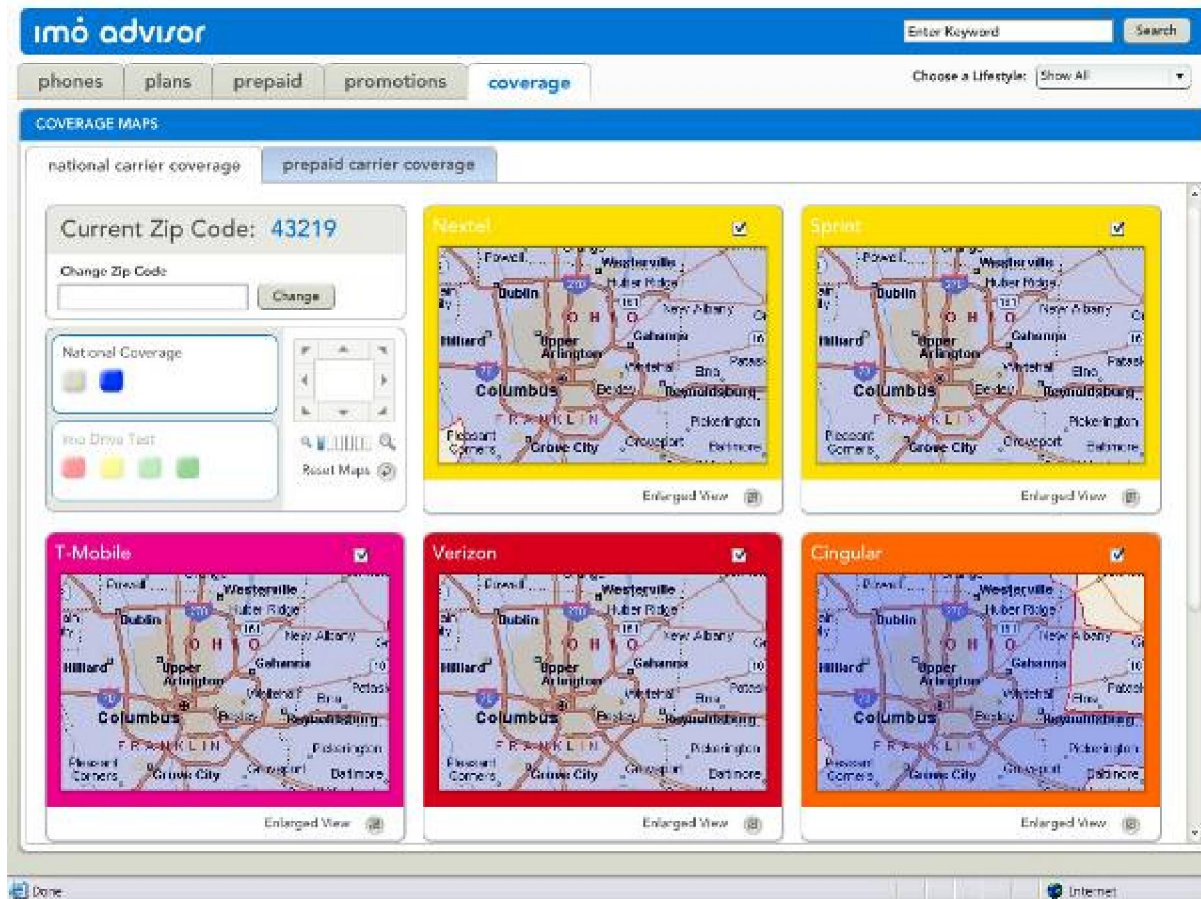
Plan Basics				
Monthly Price	\$69.99 (\$)	\$69.99 (\$)	\$69.99 (\$)	\$55.99 (\$)
Anytime minutes	700 (Min)	700 (Min)	1000 (Min)	1000 (Min)
Calling area	National	National	National	National
Details				
Free Long Distance	•	•	•	•
Free Incoming				
Free Weekends	•	•	•	

Back

- By comparing the plans, you can see a head to head lineup of the major features of each plan and further narrow down your selections

The Coverage

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- Checking coverage maps to make sure you can use your phone effectively is an important step in selecting a carrier
- IMO Advisor includes national coverage maps for each carrier indicating coverage areas as marketed by the carriers.

imo advisor overview

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independent mobile

All the phones

All the plans

All the carriers

*The prices you expect -
The service you deserve*

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