

[BRAND MESSAGE]

Look Ahead

There's a sense of optimism that comes with a changing world as new opportunities and ways to communicate arise. When people feel it, they want to be part of it, not only to better their lives, but also to participate in a better world. That's what Firefox OS promises and provides. It's not just a smartphone. It's a symbol of the journey they're on and a companion on the road towards the future they now see.

[CATEGORY PROMISE]

Instantly discover, access and enjoy the content that matters most to you and your future.

[PRODUCT PROMISE]

Firefox OS adapts to your life so you can live every moment to its fullest.

[HEADLINE]

Look Ahead

[BRAND COPY w/o PRODUCT]

Live every moment to its fullest so you can participate in a better world. That's the power that Firefox OS puts in your hands.

[BRAND COPY w/ PRODUCT]

[<25 words]

Live every moment to its fullest with a smartphone that adapts to your needs and gives

you the power to participate in a better world.

[<50 words]

Live every moment to its fullest with a smartphone that adapts to your needs. Stay in touch with your friends, your life and the world around you. Build and participate in a better world. That's the power that Firefox OS puts in your hands.

[<100 words]

A changing world needs a smartphone that changes along with it. That's why Firefox OS adapts to your needs and gives you the power to live every moment of your life to its fullest. Enjoy all the features and benefits of a smartphone that you'd expect, plus a new way to access information instantly on any subject that you soon won't be able to live without. Stay in touch with your friends, your life and the world around so you can build and participate in a better world.

[KEY MESSAGES]

[MESSAGE #1]

## **Adapts to your life**

[HEADLINE]

Make every moment count

[BULLET POINT]

Live every moment to its fullest.

[LONG]

Your needs change from one moment to the next. That's why Firefox OS does the same. It anticipates your needs, adapts to every situation and instantly delivers the information you want. That includes popular, big name apps, but also local content that means the most to you and your life.

[MESSAGE #2]

### **Without compromise**

[HEADLINE]

Have it all

[BULLET POINT]

Get everything you want in a smartphone.

[LONG]

Firefox OS is packed with the features that made you want a smartphone in the first place. That means you can find where you're going, take and share photos, stay in touch with friends and family, listen to music and so much more. It fits your life perfectly so you can fit in with the world around you.

[MESSAGE #3]

### **For a better future**

[HEADLINE]

Transform the future

[BULLET POINT]

Help keep the Web accessible to all.

[LONG]

We're out to make a difference, not a profit. To that end, our smartphones are backed by a global community working to innovate on your behalf and made locally with your interests and needs in mind. When you choose Firefox OS, you're helping build a brighter future for the Web and users everywhere.

[FEATURES]

Adaptive App Search

Information on any subject right when you need it

Marketplace

Your go-to source for the best apps for Firefox OS

Firefox browser

The fast, smart, safe way to get the best of the Web

Facebook

Full access to every update from wherever you are

Contacts

Deeply integrated with your favorite social networks

Camera

With built-in style filters for fun, creative shots

FM Radio

All the audio you want on the go, all on one device

Maps

Includes directions, traffic and local transit information

#### [ELEVATOR PITCH]

The world is changing. There are new opportunities and new ways to connect emerging every day. People are looking for ways to adapt to that world, to take advantage of those opportunities as they arise and to participate in a better future for themselves and those around them.

That's exactly what Firefox OS offers. With an innovative Adaptive App Search, it gives you instant access to information on just about any subject. From the fleeting instants of everyday life to the most important of experiences, Firefox OS lets anyone live every moment to its fullest. It's so quick and easy to use, it feels like the phone knows what you want before you do.

Featuring the world's best-known apps as well as unique, local content, Firefox OS is packed with the features that made you want a smartphone in the first place. It lets you make plans with friends and family, find your way to where you're going and take and share photos when you get there.

It's all brought to by a proudly non-profit organization dedicated to keeping the power of the Web in people's hands and a global community working to innovate on your behalf. When you use choose Firefox OS, you become a part of that community, helping build a brighter future for the Web and users everywhere.