



### Industry

- Auto / Services

### Products

- Windows Phone 7
- Visual Studio 2010
- Expression Blend 4

### Challenge

Kelley Blue Book sought to empower customers by giving them mobile access to trusted Kelley Blue Book information, thereby enhancing their ability to negotiate new and used car purchases

### Solution

Neudesic created an application that allows kbb.com customers to use their Windows Phone 7 devices to access the company's services via the web

### Benefits

- Access new and used car prices
- Look at standard and upgrade options for all car models
- Explore 360 degree photos and videos of new car models
- Find local dealers in their area using their phones' GPS feature
- Read vehicle reviews submitted by other users
- Build and save car profiles for research purposes

## kbb.com for Windows Phone 7

In 1918, Les Kelley started the Kelley Kar Company. It soon became the world's largest dealership and, along the way, spawned a need for placing values on used and even new cars, known as Blue Book® Values. In 1926, Kelley decided to expand the list of automobile values and published the first Blue Book® of Motor Car Values. By 1962, Kelley was out of the car business and devoting full time to his Blue Book.

*Together with the team at Neudesic, we have been able to develop a compelling, user-friendly and game-changing application that takes full advantage of everything that the Windows Phone 7 platform has to offer.*

*Andy Lapin, Chief Architect  
Kelley Blue Book's kbb.com*

### Project Highlights

- Kelley Blue Book wanted to enhance its brand by offering their services to mobile device users.
- The company teamed with Neudesic to develop a mobile app that would provide a fully functional, rich media experience for users to access Kelley Blue Book's online features.
- Neudesic delivered a solution that not only runs on the new Windows Phone 7 device, but also takes advantage of the device's new features and capabilities, such as the GPS sensor, accelerometer, storage, and the new Metro UI.



### The Challenge

Kelley Blue Book sought to empower customers by giving them remote access to trusted company information, thereby enhancing their ability to negotiate new and used car purchases using their mobile devices linked to the company website.



### The Solution

Neudesic delivered a solution that not only runs on the new Windows Phone 7 device, but also takes advantage of the device's new features and capabilities, such as the GPS sensor, accelerometer, storage, and the Metro UI.



## kbb.com for Windows Phone 7

### GPS Integration

By integrating kbb.com with the device's GPS sensor and Bing Maps, users can easily locate dealers in their area.



### Custom Profiles

kbb.com gives users the ability to create their own custom profiles directly on their Windows Phone 7 device.



### The Benefit

Neudesic's solution strengthens the Kelley Blue Book brand by extending the company's resources to users looking for a mobile solution. With the new Kelley Blue Book application, customers can now use their Windows Phone 7 devices to access new and used car prices, look at standard and upgrade options for all car models, explore 360 degree photos and videos of new car models, find local dealers in their area using their phones' GPS feature, read vehicle reviews submitted by other users, and build and save car profiles for research purposes.

### Rich Media Experience

kbb.com takes full advantage of the device's rich media capabilities, allowing users to explore photos and videos of many new car models.



### Unique Interface

kbb.com takes full advantage of the Metro UI in Windows Phone 7, offering a unique way for users to navigate through the application's features.