



WCA LBS Sig: On Deck - LBS Apps for 2010 and Beyond

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LBS Apps 2010 & Beyond

- What *isn't* an LBS App?
- Location is another piece of contextual information
- Location will be used in virtually every application on every computing device
 - Games
 - Productivity - Personal & Enterprise
 - Multimedia
 - Utilities
 - Communication

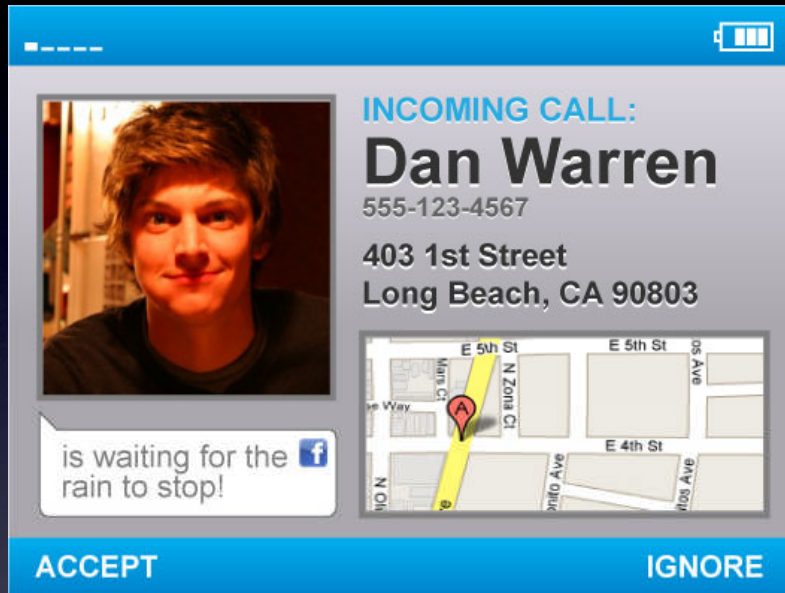


DialPlus Opportunity


- People want to know more about the people with whom they communicate.
 - Who's calling me?
 - Where are they right now?
 - What are they doing?
- People accomplish communication goals more efficiently
- And enhance relationships


SmartCallerID

Call from a person



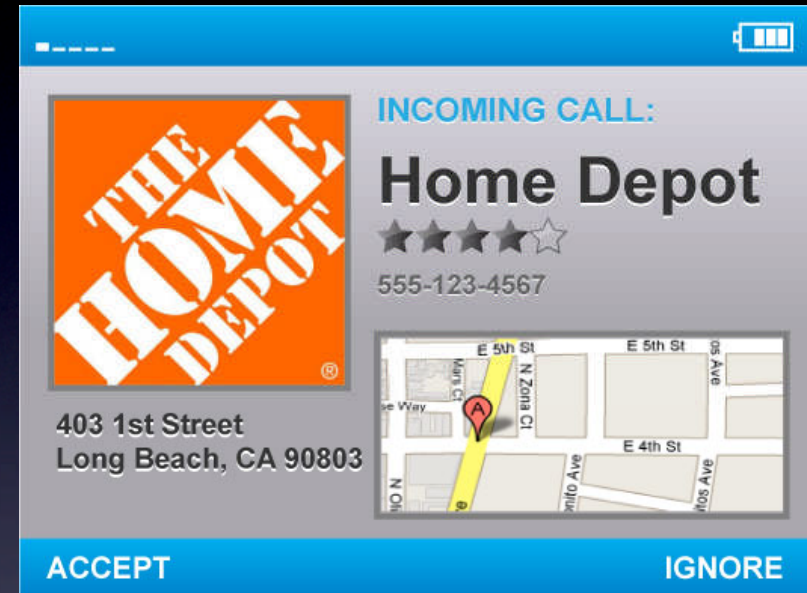
INCOMING CALL:
Dan Warren
555-123-4567
403 1st Street
Long Beach, CA 90803





is waiting for the rain to stop! 

ACCEPT IGNORE

Call from a business



INCOMING CALL:
Home Depot
★★★★☆
555-123-4567



403 1st Street
Long Beach, CA 90803

ACCEPT IGNORE

Calling name + web-enhanced caller ID

facebook

LinkedIn

twitter



yelp

YAHOO!

In-Call/Post-Call SmartResults

John calls Carol

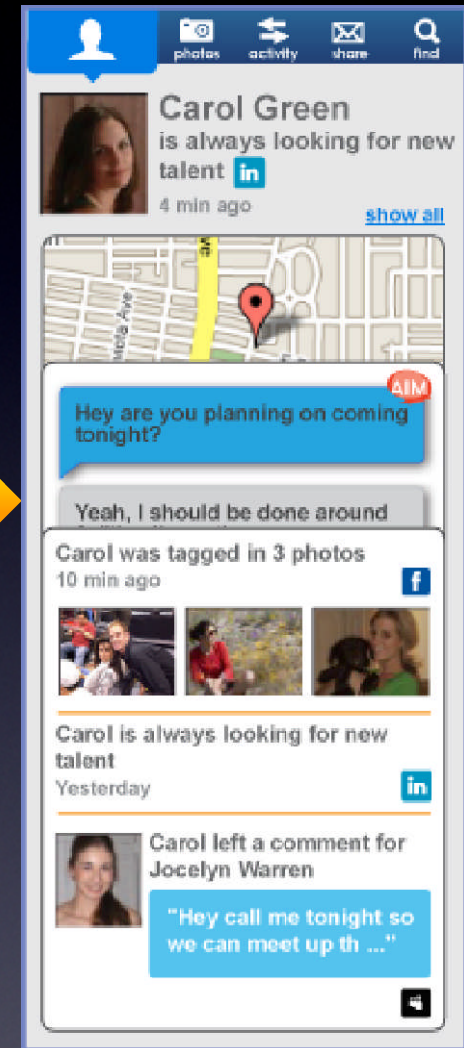
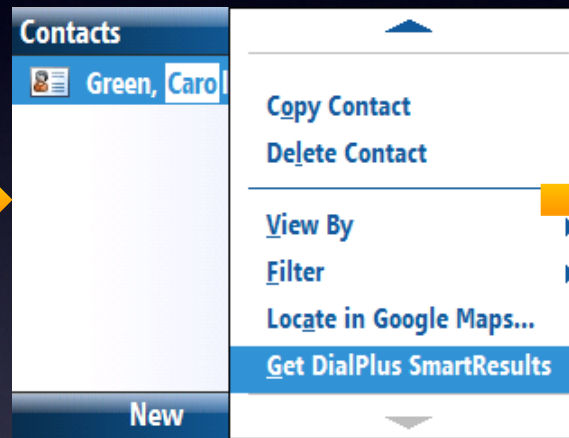
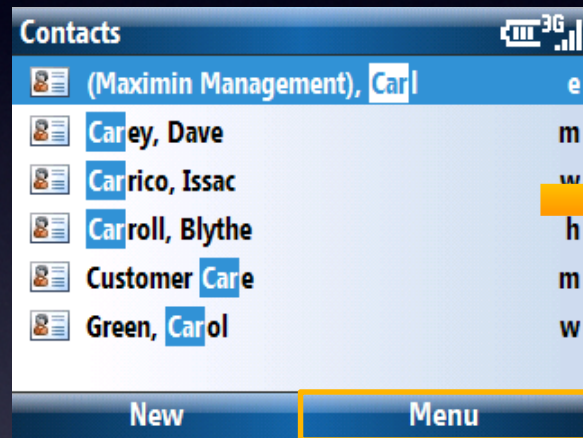
The interface shows a contact card for Carol Green with a profile picture and a bio: "Carol Green is always looking for new talent". It includes a map showing her location, a text message conversation, and social media activity. The text message says: "Hey are you planning on coming tonight?" and "Yeah, I should be done around". Social media posts include "Carol was tagged in 3 photos" and "Carol is always looking for new talent". A comment from Carol says: "Carol left a comment for Jocelyn Warren 'Hey call me tonight so we can meet up th ...'"

John calls a restaurant

The interface shows a restaurant card for Hush Restaurant with a 4.5-star rating and 41 reviews. It includes a map showing the location at 858 S. Coast Hwy, Laguna Beach, CA 92651. The card also lists events for Wednesday, March 10th, including Happy Hour from 3-6pm. Customer reviews are displayed, including one from Jade S. who says: "I love this place. The decor is great, the outside areas the outside areas are more".

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SmartResults on Demand



DialPlus

- **Incorporated December 2007**
- **Based in San Diego, CA**
 - 4 Full-Time Employees
 - 7 Part-Time Contractors
- **Self and Angel Funded**
 - Currently Raising VC Series A
- **Commercial launch July 2009**



*Making a phone
call just got smarter.*

Thank You!

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