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

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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

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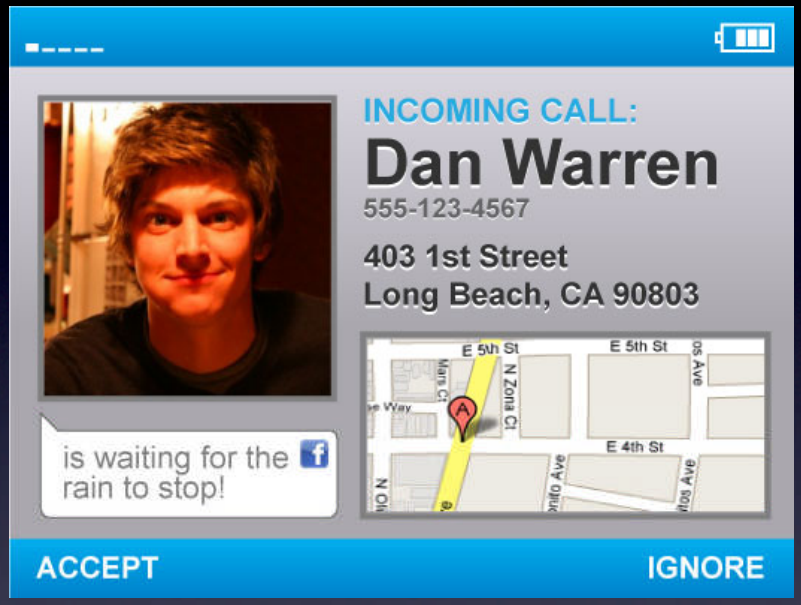
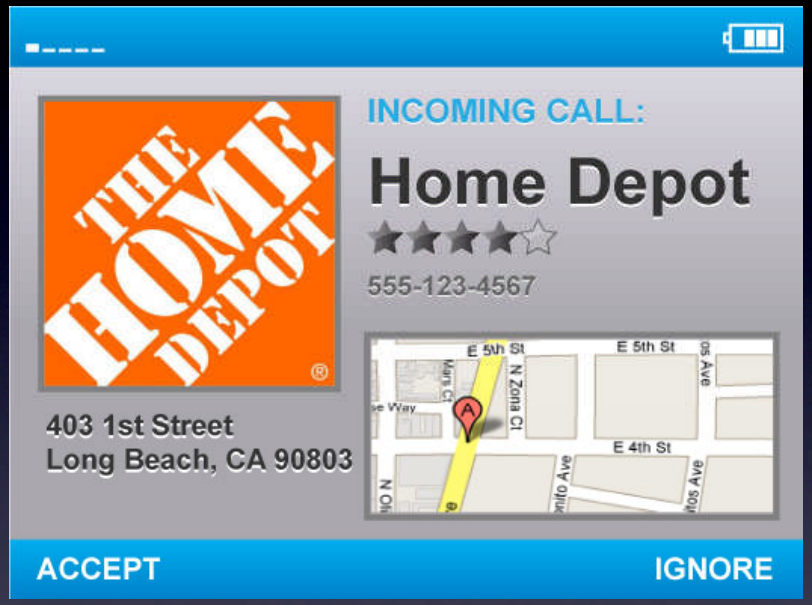
SmartCallerID

Call from a person



Call from a business



Calling name + web-enhanced caller ID

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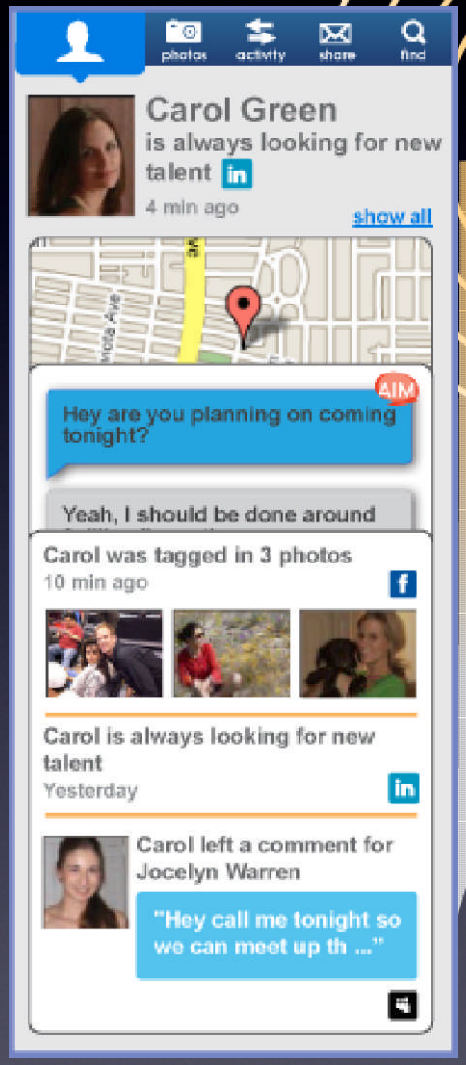
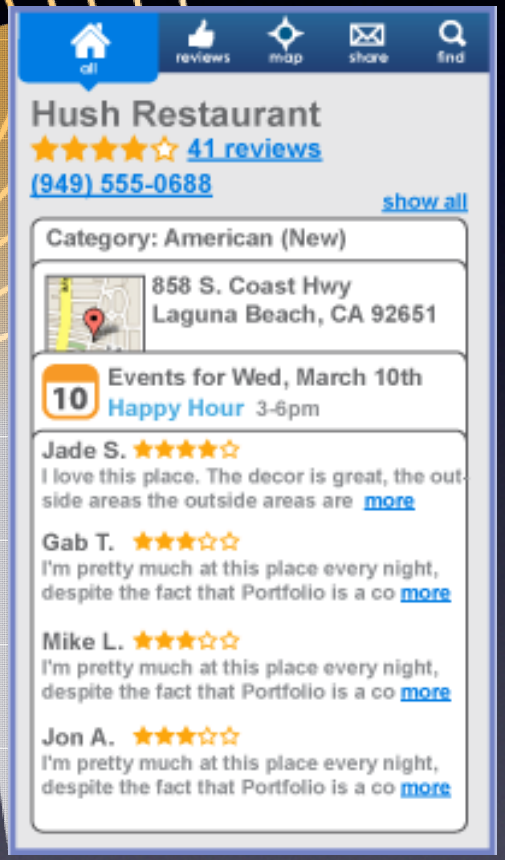
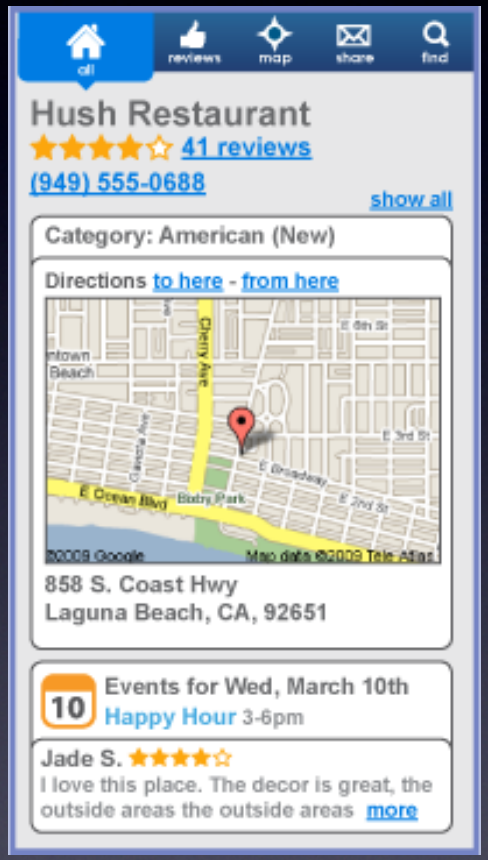
In-Call/Post-Call SmartResults

John calls Carol



John calls a restaurant





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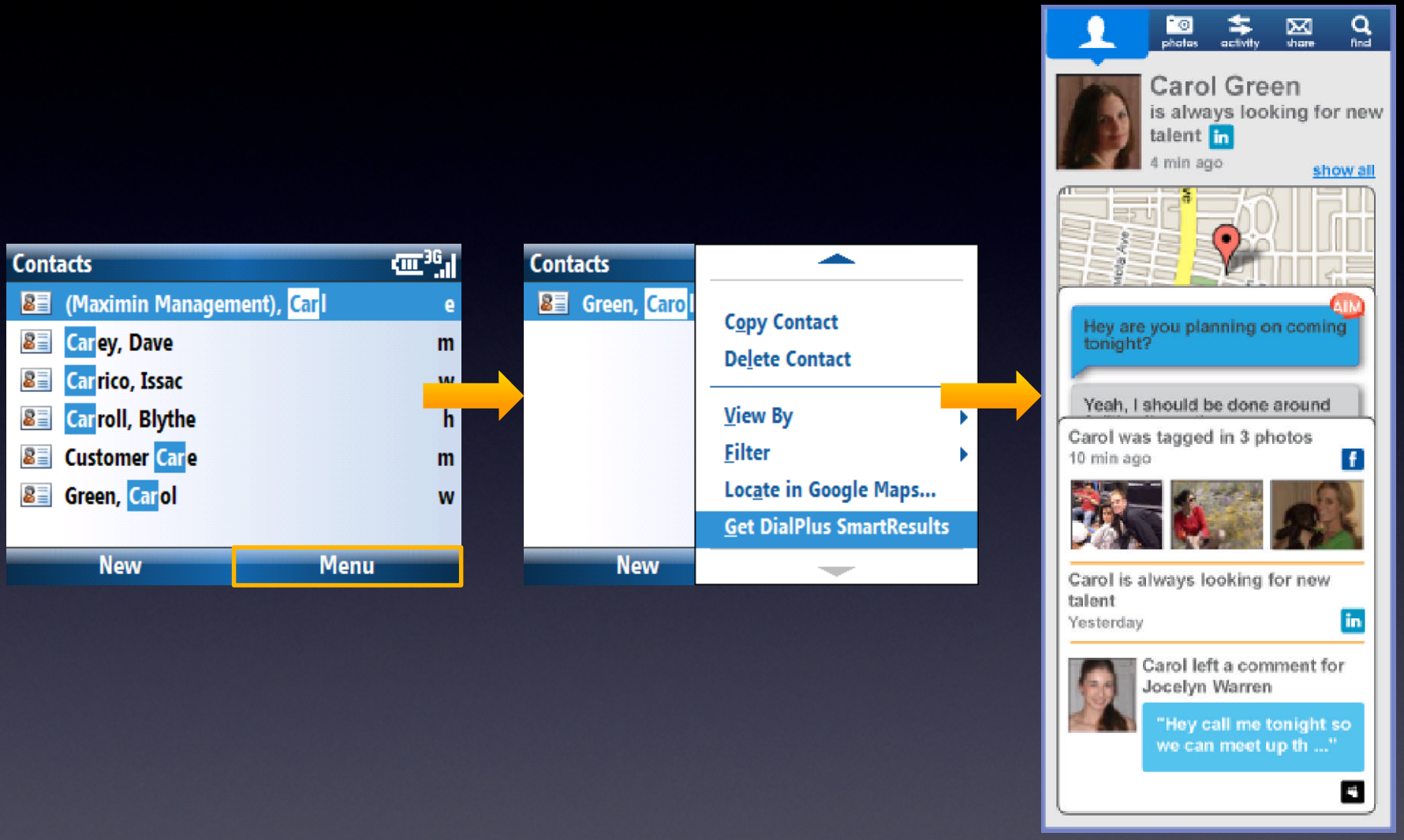
SmartResults on Demand



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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**

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Making a phone call just got smarter.

Thank You!

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