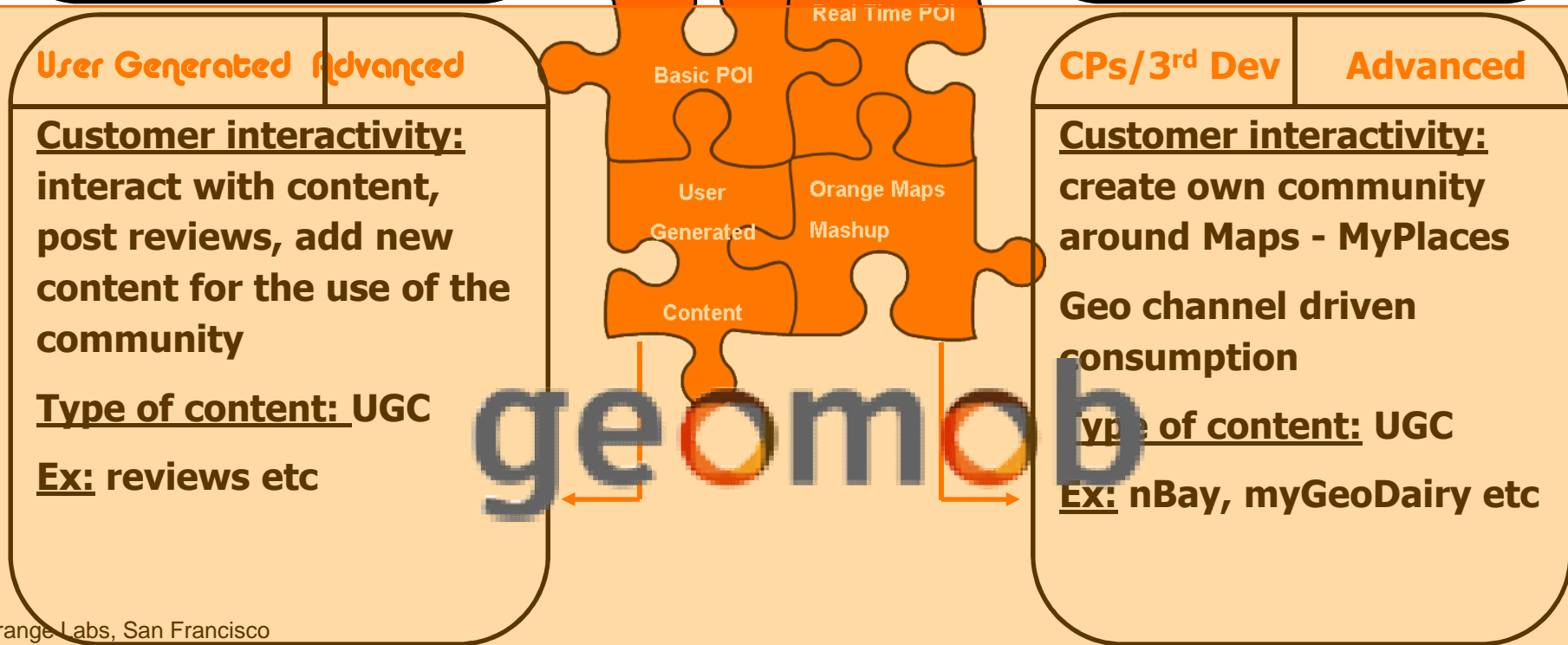
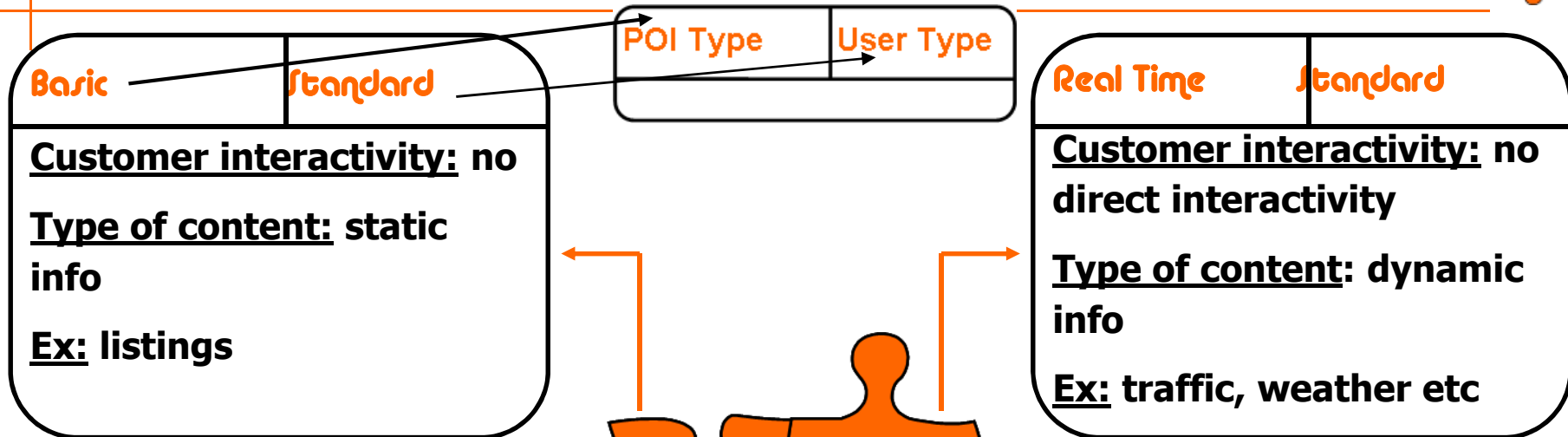




GeoMob

Srinivas Chervirala
Product Manager
Orange Labs, San Francisco

The 4 consumption pieces of the puzzle



GeoMob

- GeoMob turns your map in to browser

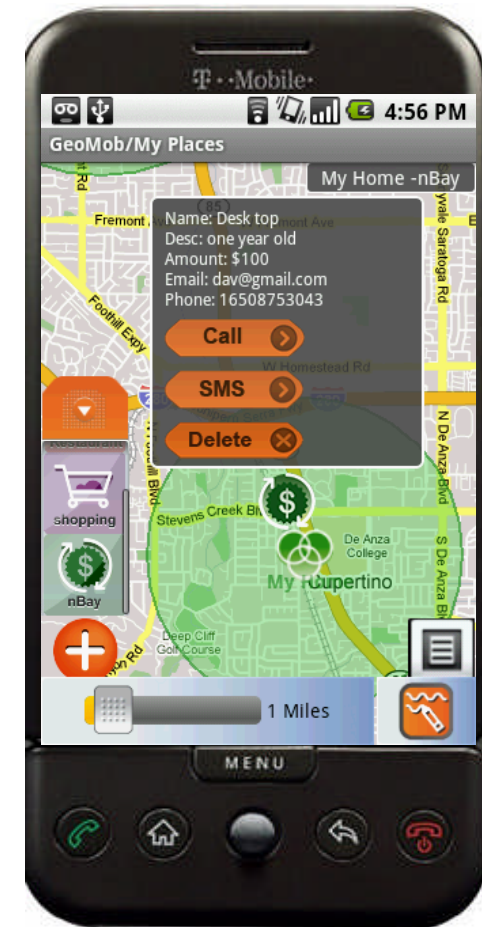
...events, weather, traffic, night life, restaurants, local businesses, geo tracks

- scroll through 'Geo Channels'
- the time line displays content on a historical basis



GeoMob

- MyPlaces allows you to access appropriate services at your locations
 - Work
 - Coffee ..
 - Home
 - Shopping
 - Restaurants ...
 - Mall
 - Coupons/Promotions
 - Nightlife ...
- MyPlaces enables the community development
 - Neighborhoods services

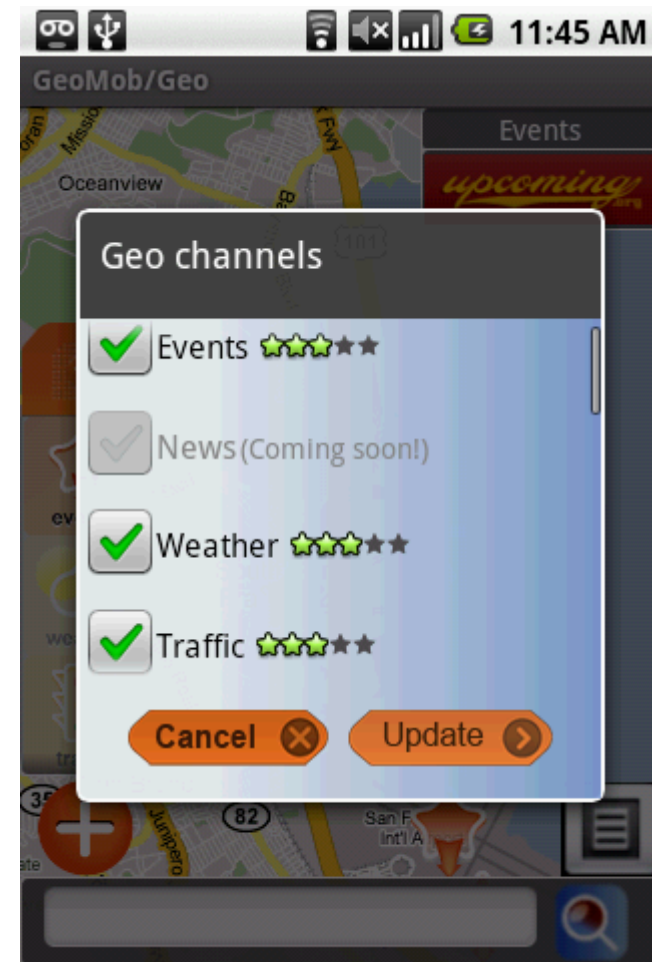


Push2Map – Enabling 3rd parties

- enabler that allows content providers and 3rd party developers to push the location rich content
- enables the customization of geo channel
- builds the interconnectivity with in vertical silos
- addresses the device fragmentation issues

smart content – vision

- LBS store front in the Maps
- user chooses the services from the LBS catalogue & gets channel surfing experience
- provide inter-connectivity with in the vertical silos
- help content providers to address the device fragmentation



Thanks!



GeoMob is available on Android market place!

www.geomob.us