



A Northern California Initiative for Wireless Connectivity
Wireless Communications Alliance
Location Based Services Special Interest Group

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"On Deck: What's Next in LBS?" Tuesday, July 29th, 4-6pm, PARC

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WCA Location-Based Services Special Interest Group (LBS SIG)

The WCA Location-Based Services (LBS) Special Interest Group's (SIG) mission is to promote collaboration, education and knowledge sharing within the Northern California LBS community. The LBS SIG offers personal networking, seminars, panels and workshops containing content which is valuable and relevant to the LBS community. In addition, the LBS SIG is a resource for companies, individuals and standards-setting bodies. Find out more at <http://www.wca.org>.

NAVTEQ

NAVTEQ has built one of the most comprehensive, accurate geographic databases in the world. Today, we stand on the threshold of solid expansion and opportunity in the industries we serve. And we're investing in the resources that will help enable their growth. If you are not already members of NAVTEQ™ Network For Developers (NN4D), please join today (<http://developer.navteq.com/user/NNfDRegistration.jsp>). NN4D is a global community and a place to connect with thought leaders highly invested in the location ecosystem. You'll find rich technical resources, ways to reduce development costs, platforms to showcase your application and ideas for accelerating time-to-market. Most important—you'll connect with the people and thought leadership you only find through the company that wrote the map on location. NAVTEQ.

Forum Nokia

Whether you're pursuing this for personal pleasure or because you want to take your business into the mobile space, Forum Nokia offers a wealth of resources to help you design, build, test, certify, market, and sell or promote your applications, content, services, or Web site to mobile users. Many in the business of mobile development have found that Nokia devices give them access to hundreds of millions of users whose appetite for mobile applications, content, and services continues to grow. Find out more at <http://www.forum.nokia.com>.

PRESENTERS

Google Maps for Mobile

Maps for mobile is a downloadable application that lets you view maps and satellite imagery, find local businesses, and get driving directions on your phone. Get the mobile software at <http://www.google.com/gmm>.

ZoneTag (Yahoo!)

ZoneTag is a rich mobile client that enables context-aware upload of photographs from cameraphones. In addition to automatically geotagging each photograph, ZoneTag supports media annotation via context-based tag suggestions. Download it at <http://zonetag.research.yahoo.com/>.

Zurfer (Yahoo!)

Zurfer is a location-aware mobile photo browser that enables comprehensive photo browsing on the go. Zurfer is a first step towards priming the mobile phones in everybody's pockets to become the future 'photo wallet' – one that can provide access to not just a few select photos, but to all the world's media. Download it at <http://zurfer.research.yahoo.com/>.



Livecast Media, Inc.

Livecast enables anyone to stream live video with embedded GPS data straight from their cell phone to the web. The portal includes a live video and GPS mapping "mash-up" that displays each mobile livecaster's location as a colored pinpoint on a map and can be tracked dynamically. Livecast's end-to-end solution is ideal for live broadcasting of social events, amateur sports, breaking news, and emergencies in the field. The company's Livecast software has won multiple awards, including the grand-prize at the NAVTEQ LBS Global Challenge. Find us at <http://www.livecast.com>.



GeoSpot

GeoSpot provides next generation location-based information publishing and search services for the mass consumer market. It focuses on making local search results more relevant to the consumer, offering deeper, specialty search and answering questions like "What is open after 11pm?" or "Which places are dog-friendly?" It is available both on the desktop web and mobile phones via www.geospot.com. In addition, its semantic-based navigation offers users better usability in exploring nearby or similar points of interest, especially on mobile devices.



LIGHTPOLE

LightPole

LightPole, a mobile application service provider focused on the "Long Tail" publishing market, leverages the building blocks of Web 2.0 to introduce a completely new way of integrating mobile solutions into Web strategies. LightPole makes it easy for content owners to extend the location-specific information they already have to reach mobile device users and engage them in interactive communities, providing access to a wealth of real-time information about what they care about, where they are. Find out more at www.lightpole.net.



SkyMail

Locator for SkyMail enables mobile workers to quickly send a prioritized voice message with their location from a mobile phone to any email address in the world. Locator for SkyMail provides user initiated reporting and includes GPS coordinates, physical address, an interactive map, and timestamp in addition to the SkyMail prioritized voice message. Locator for SkyMail was a recent award recipient in the 2008 NAVTEQ Global LBS Challenge, APAC Region and received the 2008 Andrew Seybold Choice Award for the Most Innovative Business Application. To see our online demo go to: <http://www.skymail.net/marketing/works.html>.