



# Mobio Networks Location Matters

July 2007

# About Mobio

mobio

## Mission

To make mobile apps & widgets that are fun, simple, and useful enough to merit everyday use on popular mobile phones

## Company

Founded in Menlo Park, California in 2005; raised \$9M from investors including InterWest Partners and Storm Ventures

## Technology

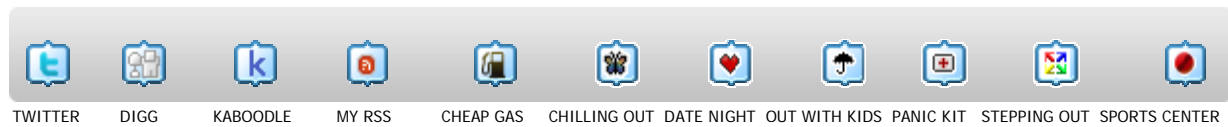
Leverage web services and service-oriented architecture to deliver only the "tasty bits" of the web



# Apps & Widgets

mobio

- All location aware  
LBS designed in to our platform from the get go



# Recognized early



- LBS has some fundamental limitations

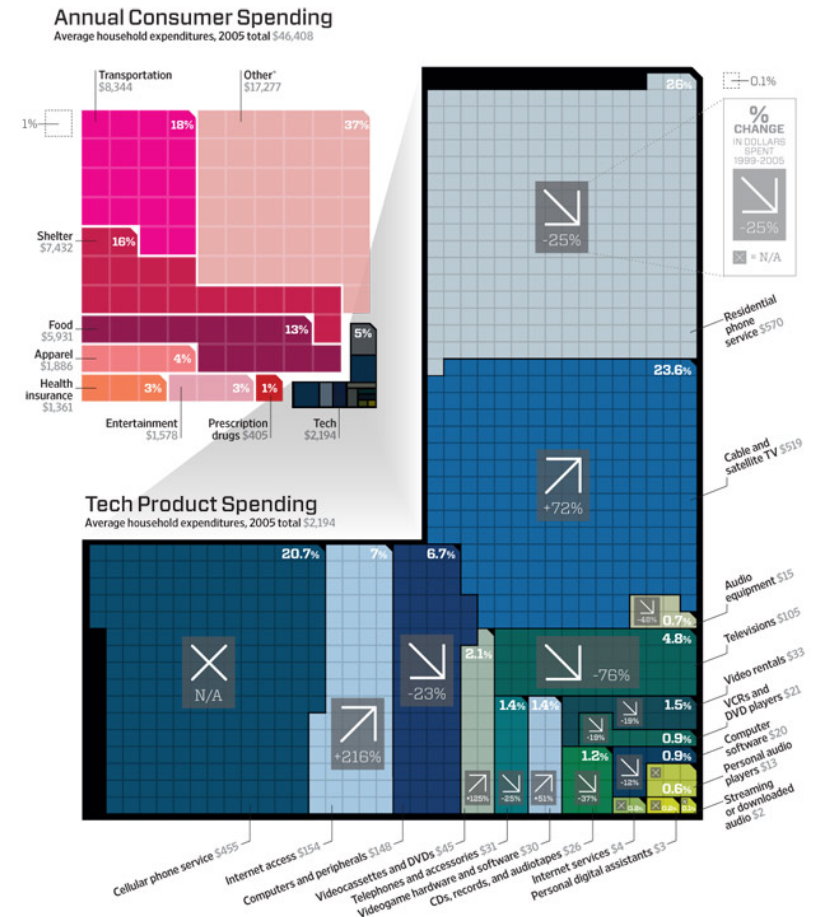
- Where you are right now may have little relevance depending on the use case
- Fails to locate people at close distance to one another
  - Eg. In building, in campus
- Do you really want to broadcast your location all the time to everyone?
  - Your boss
  - Your spouse
- Costly - at least in the US - all LBS start at \$5/month per user
- GPS in “always on” mode a dramatic impact on battery life

# Cost



- In the US at least, cost is an issue

- Average household spends \$455 per year on cellular phone service
- \$60/increase per year from LBS based services ...
- 13% increase in cost!



Source:Wired Aug 07

\*Includes personal care products, education, taxes, and gifts

# Mobio Solution



- Give the users more choices
  - User powered - user sets location-based tags that represent the locations of places they frequent or are going
  - Locations represent shared context across all of our mobile apps & widgets
  - Users can move up to true LBS when they're ready as a paid application
  - Enable tags & LBS to play nicely together for maximum utility to the user
  - User specified granularity
    - User not beholden to GPS or A-GPS accuracy and battery life issues when GPS is turned on

# Power of this Approach

mobio

- Tags
  - Can be used in building, in campus settings where LBS falls down
  - Can be used for future-oriented use cases where LBS falls down
  - Give users a FREE on-ramp to LBS-type services
- LBS
  - Added convenience ... automatic update of your own location tag



# Questions?

The logo for Mobio Networks, featuring the word "mobio" in a white, lowercase, sans-serif font. A red Wi-Fi symbol is positioned above the letter 'i'. The logo is set against a dark blue background with a white signal waveform graphic above it.

For more information

[Marcia Kadanoff](#)

VP of Marketing

[marciak@getmobio.com](mailto:marciak@getmobio.com)

Mobio Networks, Inc.

20195 Stevens Creek Blvd., Suite 220

Cupertino, CA 95014

408.996.6246 Main

408.996.6247 Fax