



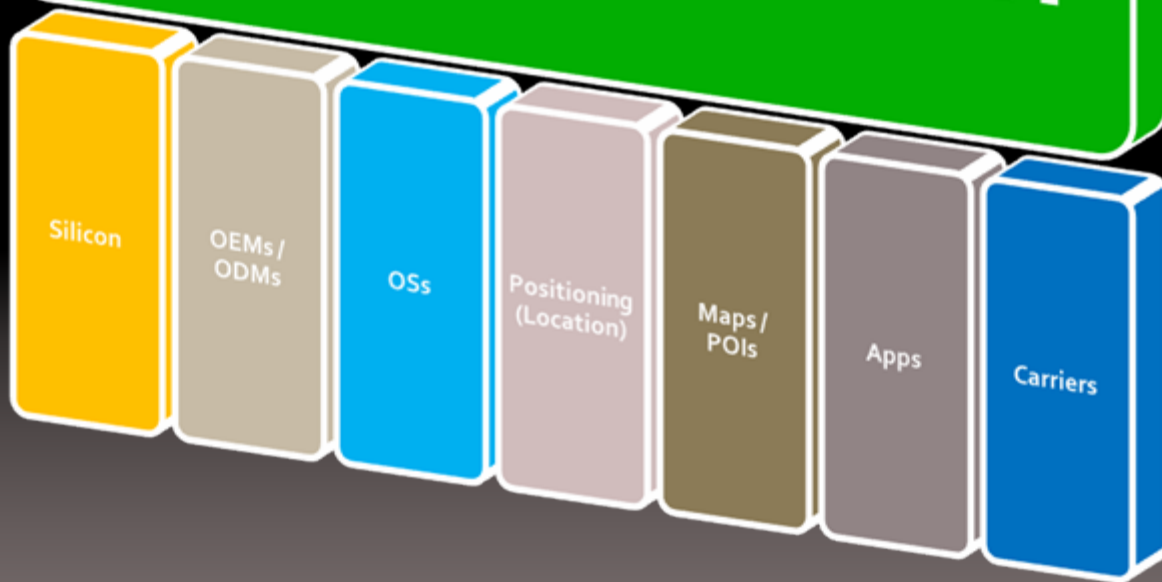
INTRODUCING LOCATION BASED SERVICES

WCA LBS SIG June'07





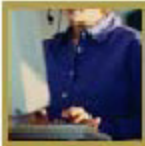




Krzysztof (Kris) Kolodziej

Spime Inc

LBS Ecosystem



High Accuracy (0 - 75 meters)

 <p>Asset Tracking \$\$\$ [Urban] [Suburban] [Rural]</p>	 <p>Navigation \$\$ [Urban] [Suburban]</p>	 <p>Personalized Traffic \$\$ [Urban] [Suburban]</p>
 <p>Emergency Services \$\$\$ [Urban] [Suburban] [Rural]</p>	 <p>Package Tracking \$\$\$ [Urban] [Suburban] [Rural]</p>	 <p>Stolen Vehicle \$\$\$ [Urban] [Suburban]</p>
 <p>Concierge \$\$\$ [Urban] [Suburban]</p>	 <p>Person / Pet Tracking \$\$ [Urban] [Suburban] [Rural]</p>	 <p>Workforce Management \$\$\$ [Urban] [Suburban] [Rural]</p>
 <p>Fleet Tracking \$\$\$ [Urban] [Suburban]</p>	 <p>Personal / Medical Alert \$\$\$ [Urban] [Suburban]</p>	 <p>Family Finder \$\$ [Urban] [Suburban] [Rural]</p>



Revenue Potential:

\$\$\$ = high
 \$\$ = medium
 \$ = moderate


Environments:

 = indoor
 = urban
 = suburban
 = rural

Categories:

 = Convenience / Information
 = Corporate
 = Entertainment / Community
 = M-Commerce
 = Safety


Medium Accuracy (75 – 250 meters)




Friend Finder
 \$\$
 [Indoor] [Urban] [Suburban]



M-Coupons
 \$\$\$
 [Indoor] [Urban] [Suburban]



Mobile Games
 \$\$
 [Indoor] [Urban] [Suburban]



M-Advertising
 \$\$\$
 [Indoor] [Urban] [Suburban]




M-Purchasing
 \$\$
 [Urban] [Suburban] [Rural]



Roadside Assistance
 \$\$\$
 [Suburban] [Rural]

Low Accuracy (250+ meters)



Bulk Emergency Alerts
 \$
 [Urban] [Rural]



Location-Based Info
 \$\$
 [Urban]



M-Dating
 \$
 [Indoor] [Urban]

Revenue Potential:

\$\$\$ = high
 \$\$ = medium
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Environments:

[Indoor] = indoor
 [Urban] = urban
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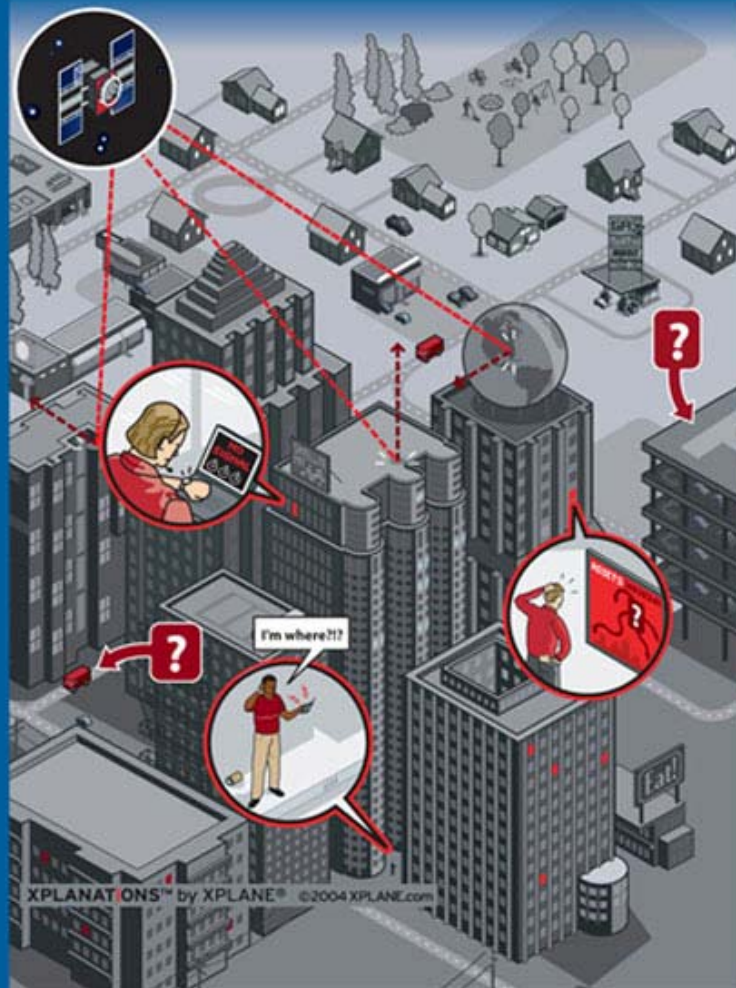
Categories:

[Convenience/Information] = Convenience / Information
 [Corporate] = Corporate
 [Entertainment/Community] = Entertainment / Community
 [M-Commerce] = M-Commerce
 [Safety] = Safety

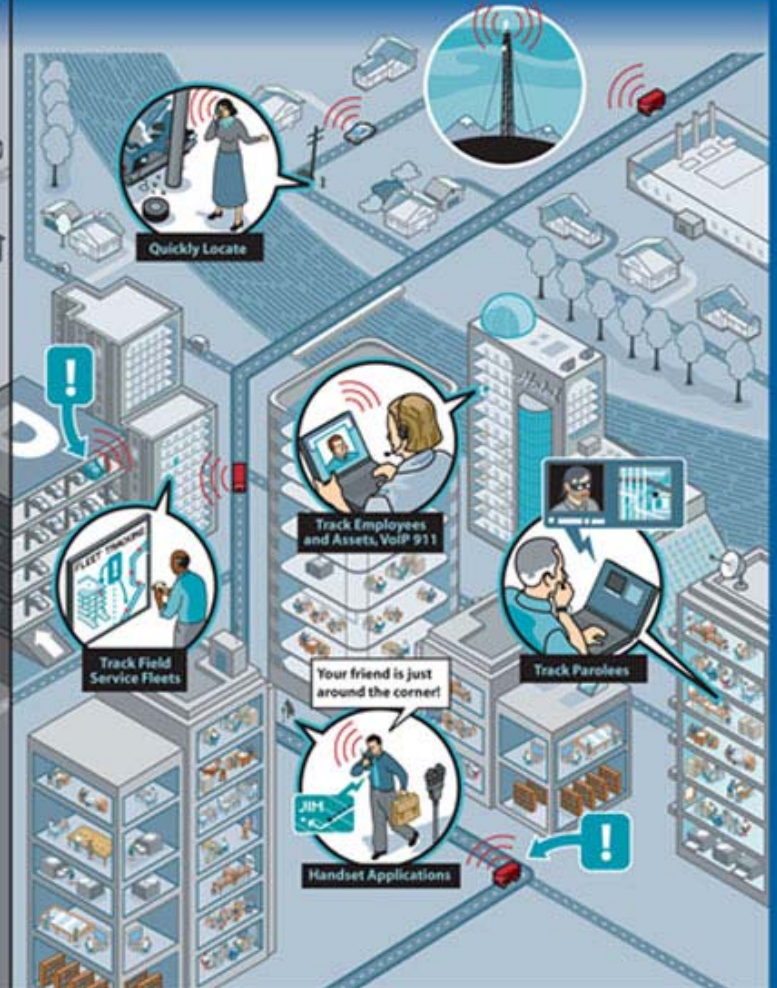
Kolodziej
Hjelm

Local Positioning Systems

Taylor & Francis
A CRC PRESS BOOK



Yesterday



Today

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What's happening in Mobile? Location becoming mainstream.

230M wireless subscribers in the US

(2B worldwide; compared to 900M PCs)

What's happening in Mobile? Location becoming mainstream.

Sprint and Verizon: 80% of subscribers with GPS
phones

What's happening in Mobile? Location becoming mainstream.

GSM carriers AT&T and T-Mobile catching up...

What's happening in Mobile? Location becoming mainstream.

LBS NA 2006: 4m

(12m world)

What's happening in Mobile? Location becoming mainstream.

LBS NA 2011: 20-52m

(315m world)

