



OnDeck -- LBS Apps for 2010 & Beyond

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Networks In Motion

HQ: Orange County, CA
Stockholm, Barcelona, China &
San Jose



Founded in 2000, 180+ Employees

Key Investors:



SUTTER HILL VENTURES



Navigation



Local Search



Movies & Events



Maps & Traffic



Messages



My Places

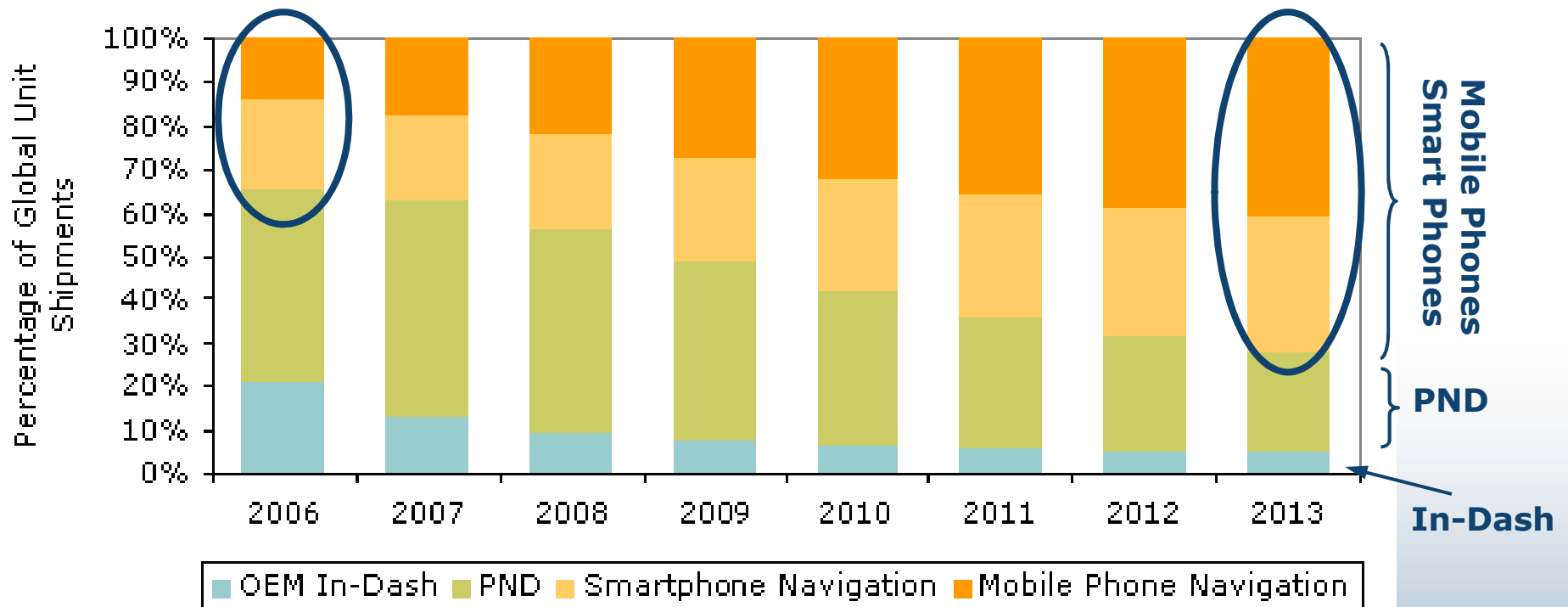
NIM: The Profile of Success

- First to Exceed 3.5M Paid Subscribers
- Process over 300M Transactions/mo.,
99.999 SLA Performance
- Partners: Verizon, AT&T, Sprint, Alltel,
TELUS, US Cellular, AAA, MetroPCS, ...



Shift to Mobile Phone Navigation

Global Navigation Shipment Forecast by Product
(Global Percentage of Unit Shipments)



Source: iSuppli Corp. September 2008

What Will Make Mobile Phone Nav compelling?

- **Dynamic content**
- **Platform variety**
- **Cloud integration**
- **Creative pricing**
- **Interoperability with other apps**



Device variety – an Example

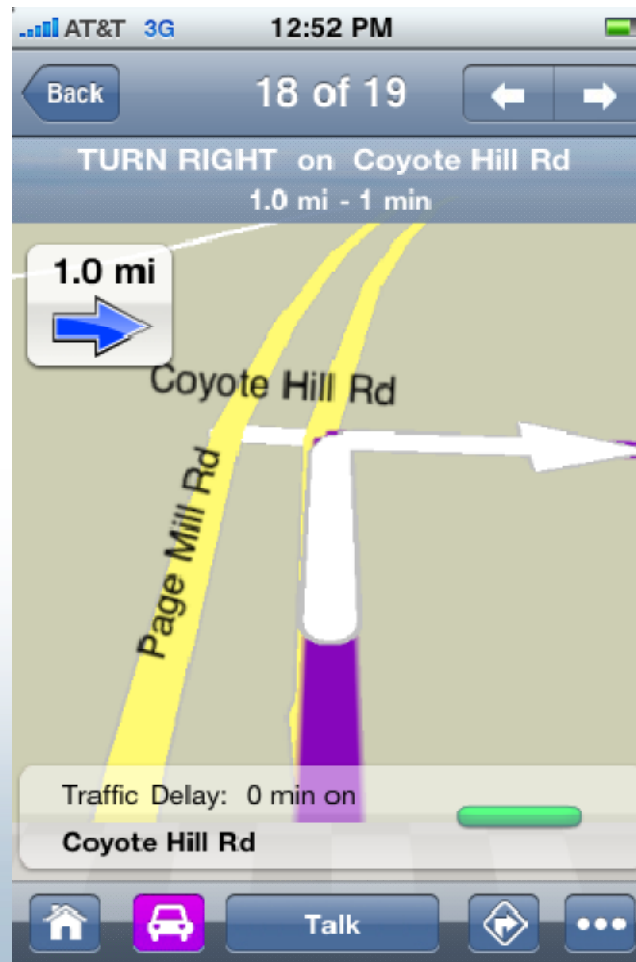
Map Kit

Web Kit

*Address
Book API*

*iPod
Controls*

*3D Graphics
Engine*



Interoperability – an Example



Trip Summary

Distance / Time:
26.7 mi /35 min
Traffic Delay: < 1 min

End Trip At:
AMC+Saratoga+14
700+El+Paseo+De+Saratoga
San+Jose, CA 95130

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Mobile LBS Makes Your Life Easier

Immediacy

Spontaneity

Flexibility



Mobility

Affordability

Power in your hands

Always know where you are
Always know what is around you
Always know how to get there



Thank You!