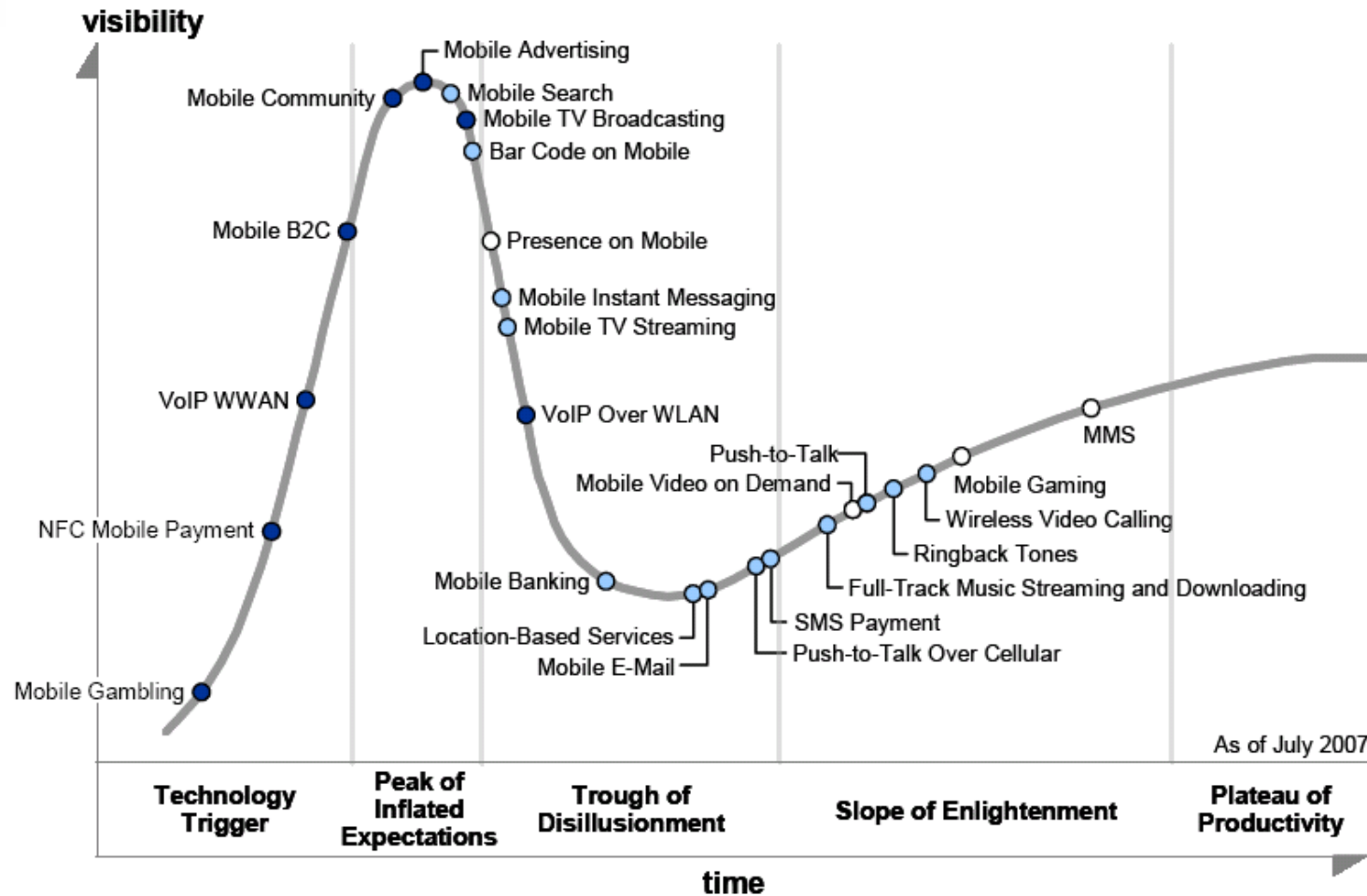




Hype Cycle for Consumer Mobile Applications, 2007



Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

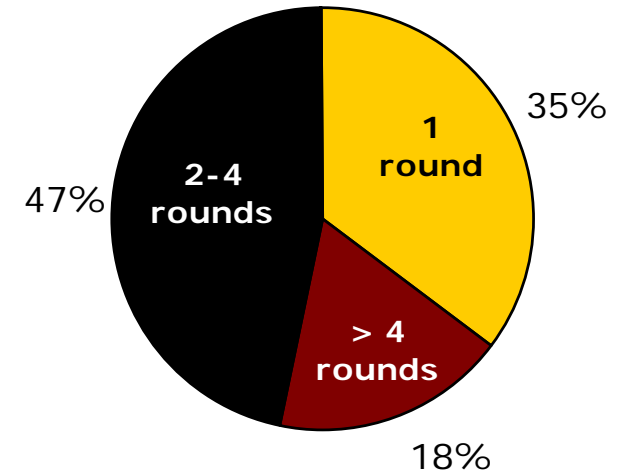
Source: Gartner



LBS – Selected Private Companies

Company	# of Rounds	\$ Raised (MM)
5o9		
BigTribe		
Bones in Motion	1	\$1.9
deCarta	6	58.8
GeoTouch	1	8.0
GeoVector		
geoVue	4	7.3
go2 Systems	4	47.0
iSold It		
loopt	2	17.0
Maptuit	5	26.7
ObjectFX	6	22.3
Portable Internet	1	3.5
Skyhook Wireless	3	15.0
TechnoCom	1	6.8
TeleNav	3	37.0
Telogis	2	0.9
TrafficCast International	1	1.0
uLocate Communications	4	18.1
Vasona Labs		
Wcities	2	2.0
Xperex	1	

Rounds of Financings



Source: Venturesource



Issues/Opportunities

Location Based Services – Typical Apps

- ◆ Asia
 - Friend Finder
- ◆ Europe
 - Route Planning/Navigation
 - Traffic Updates
- ◆ North America
 - Fleet Management/Asset Management

Issues

- ◆ No established business model/ROI
- ◆ High prices for LBS services
- ◆ Limited salability of location platforms
- ◆ High latency and low accuracy in urban environment
- ◆ Lack of underground or indoor coverage where GPS systems don't work
- ◆ Lack of software middleware/interoperability
- ◆ Privacy Laws

Opportunity

- ◆ Location based services as the enabler of broad ranges of mobile applications