

Good Location *matters*

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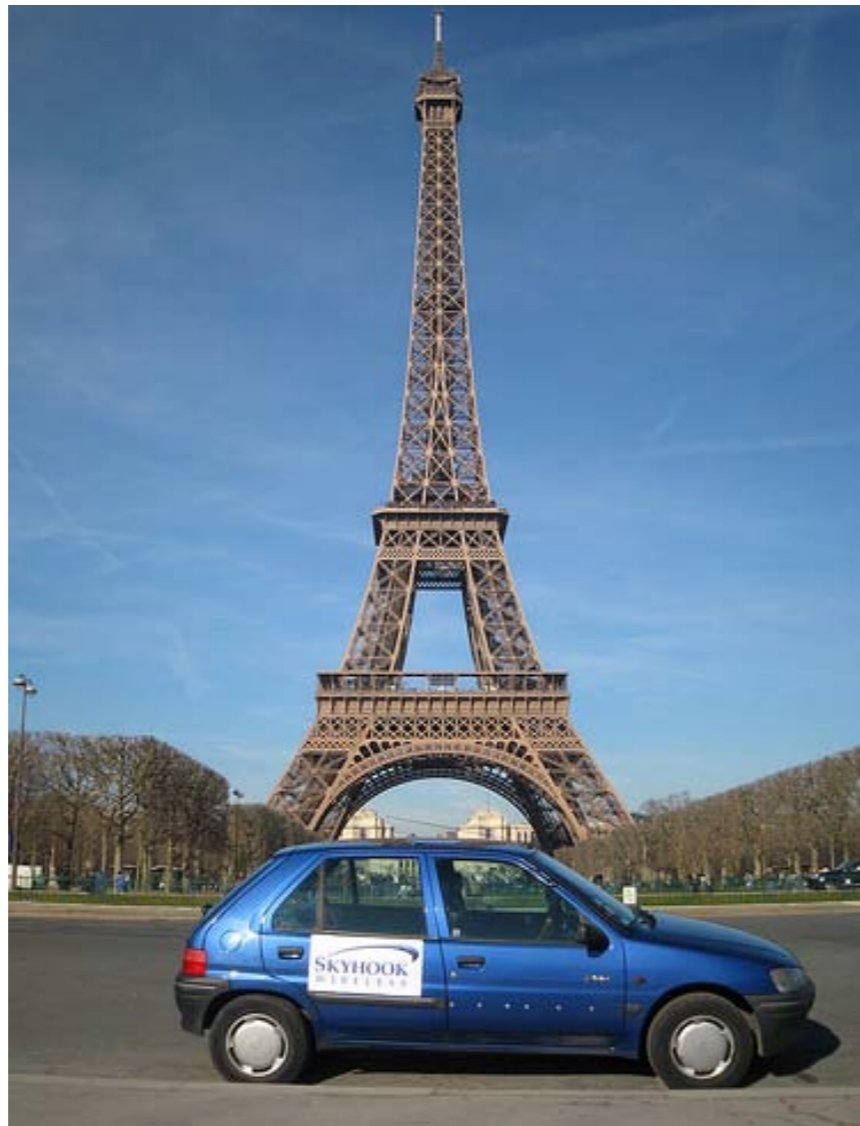


About Skyhook Wireless

- Founded in 2003, headquartered in Boston
- Customers / Partners
 - Device Makers
 - App Developers
 - Chipsets
 - Websites



How does it work?

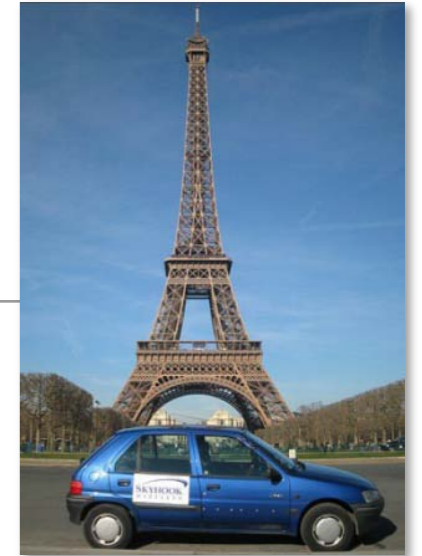
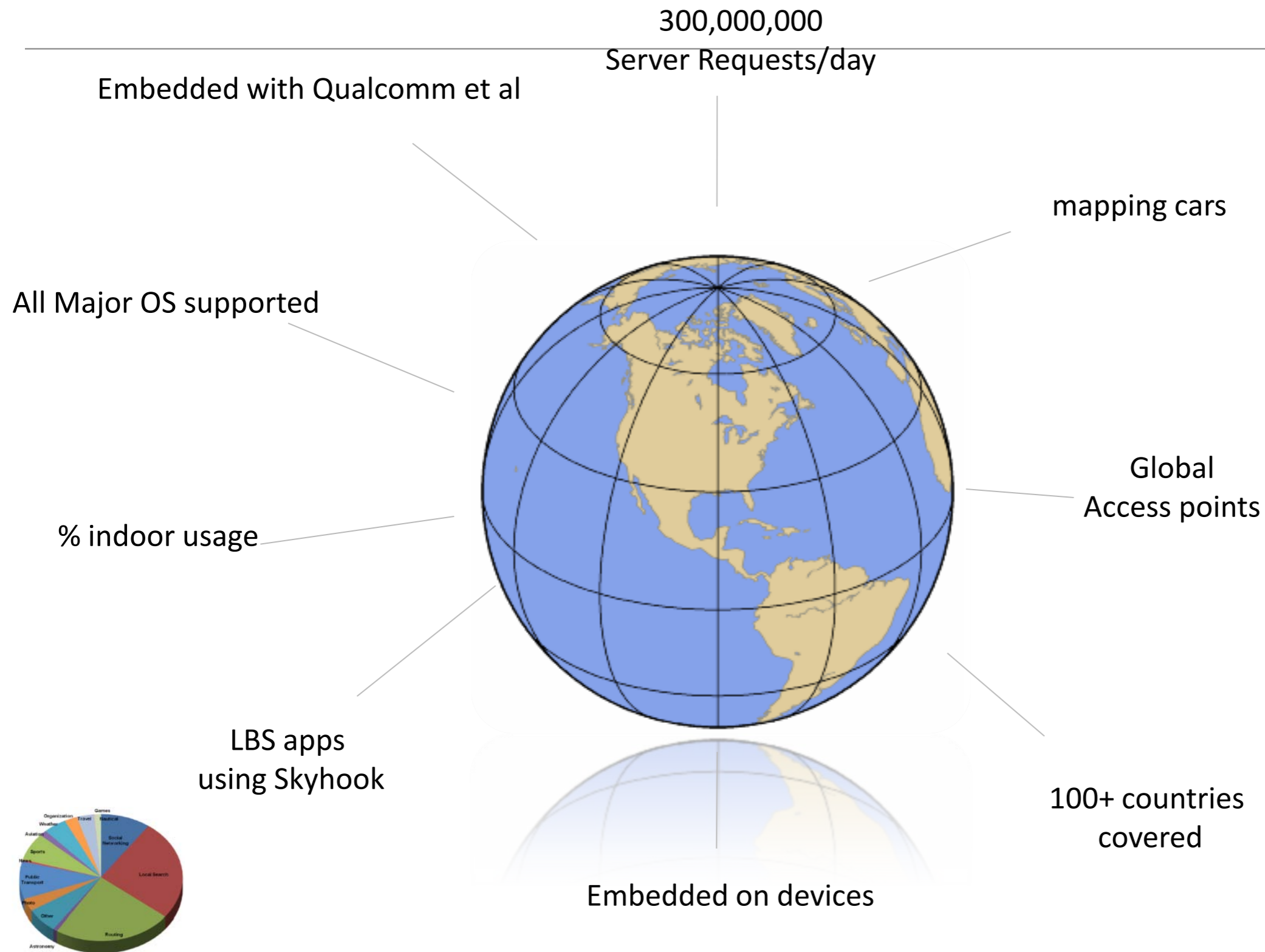


We drive.

San Francisco



Skyhook at a glance

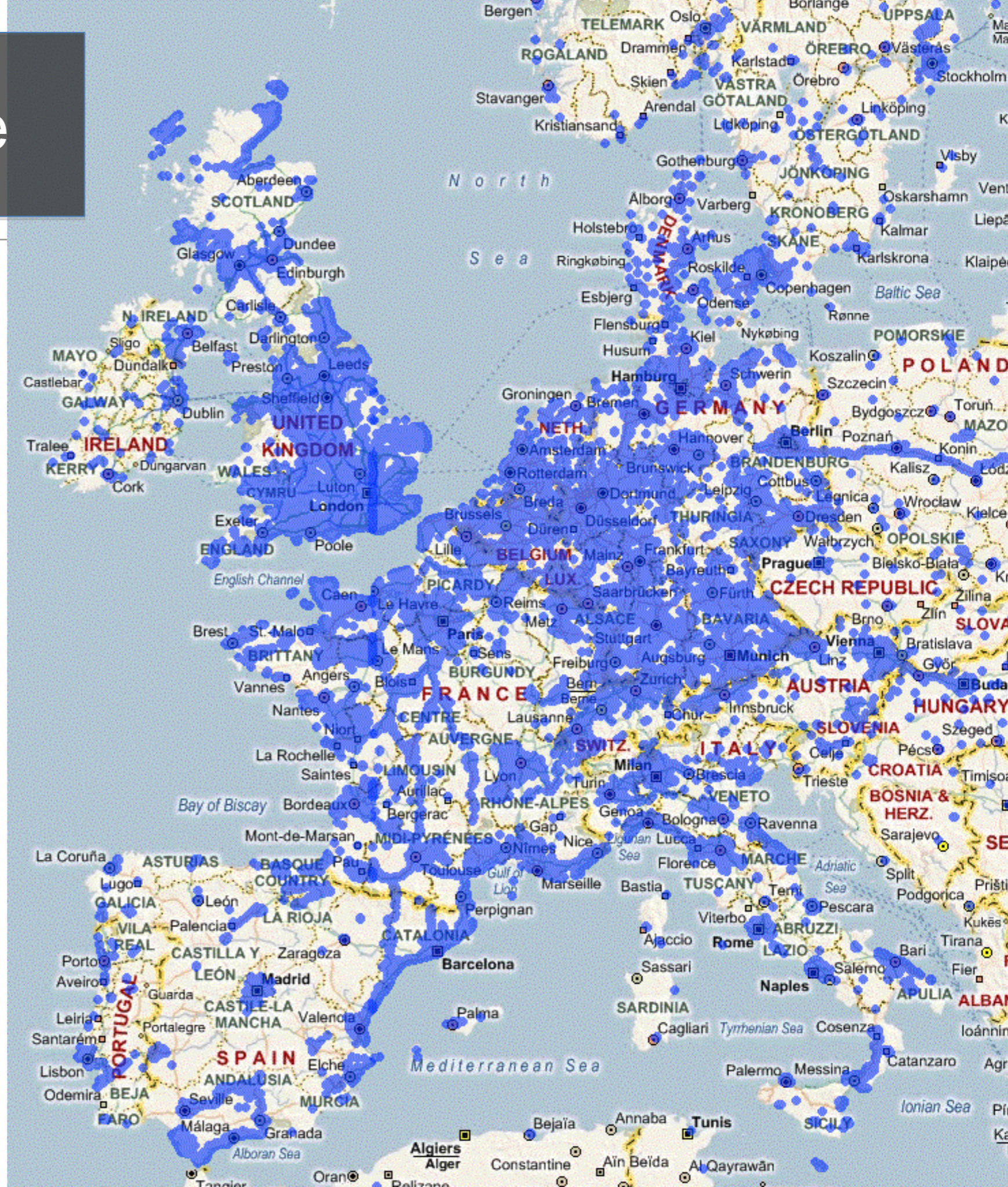


XPS Hybrid Positioning System

- XPS Combines Wi-Fi, Cell ID and GPS
- Core Technology: Wi-Fi Positioning System
- Fast: Location results in under 1 second
- Accurate: 10-20 meter accuracy
- Compliments traditional positioning tech
 - Works best where GPS performs worst (indoors, urban areas)

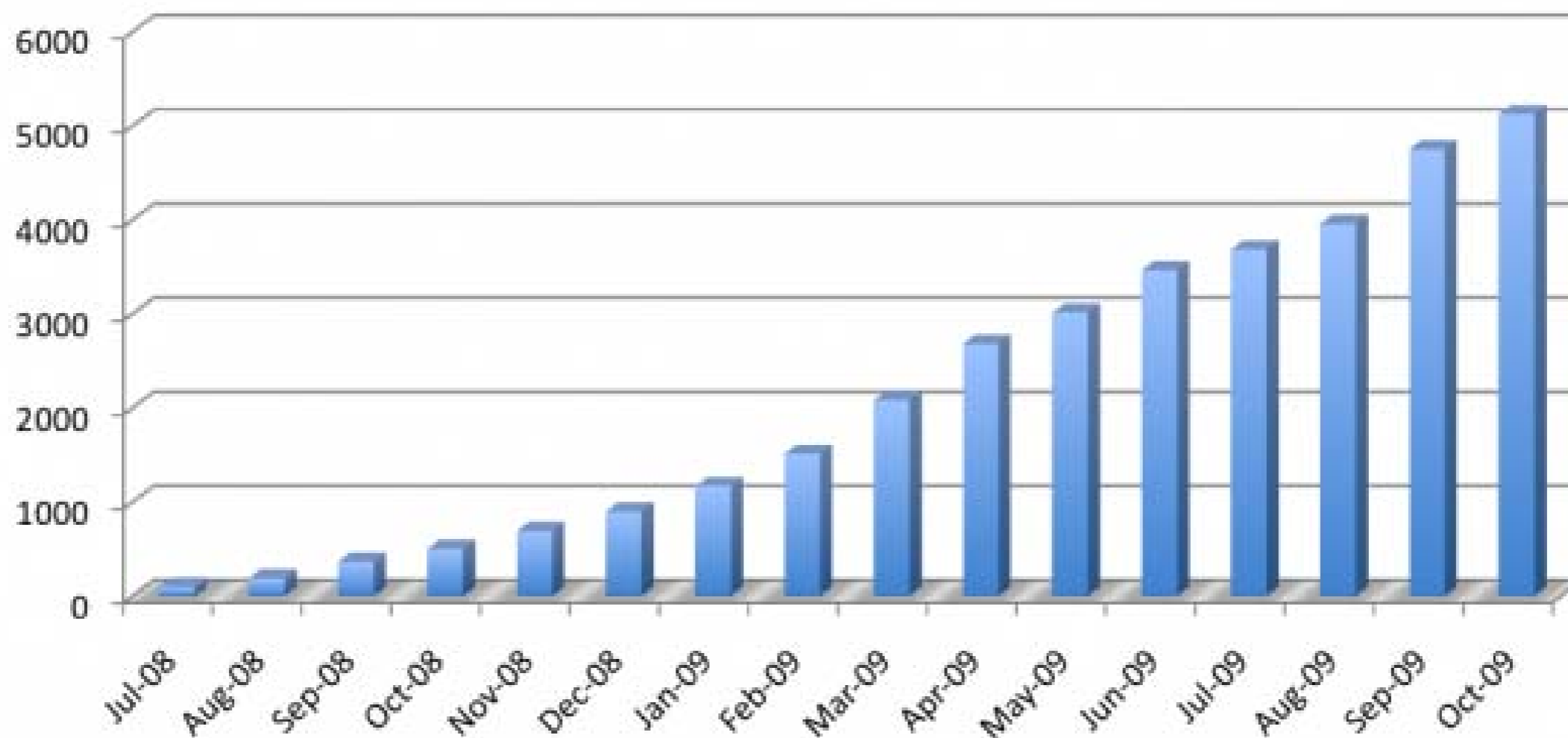
Europe Coverage

- 135m+ worldwide Wi-Fi APs
- 1M+ cell towers
- 70% population coverage

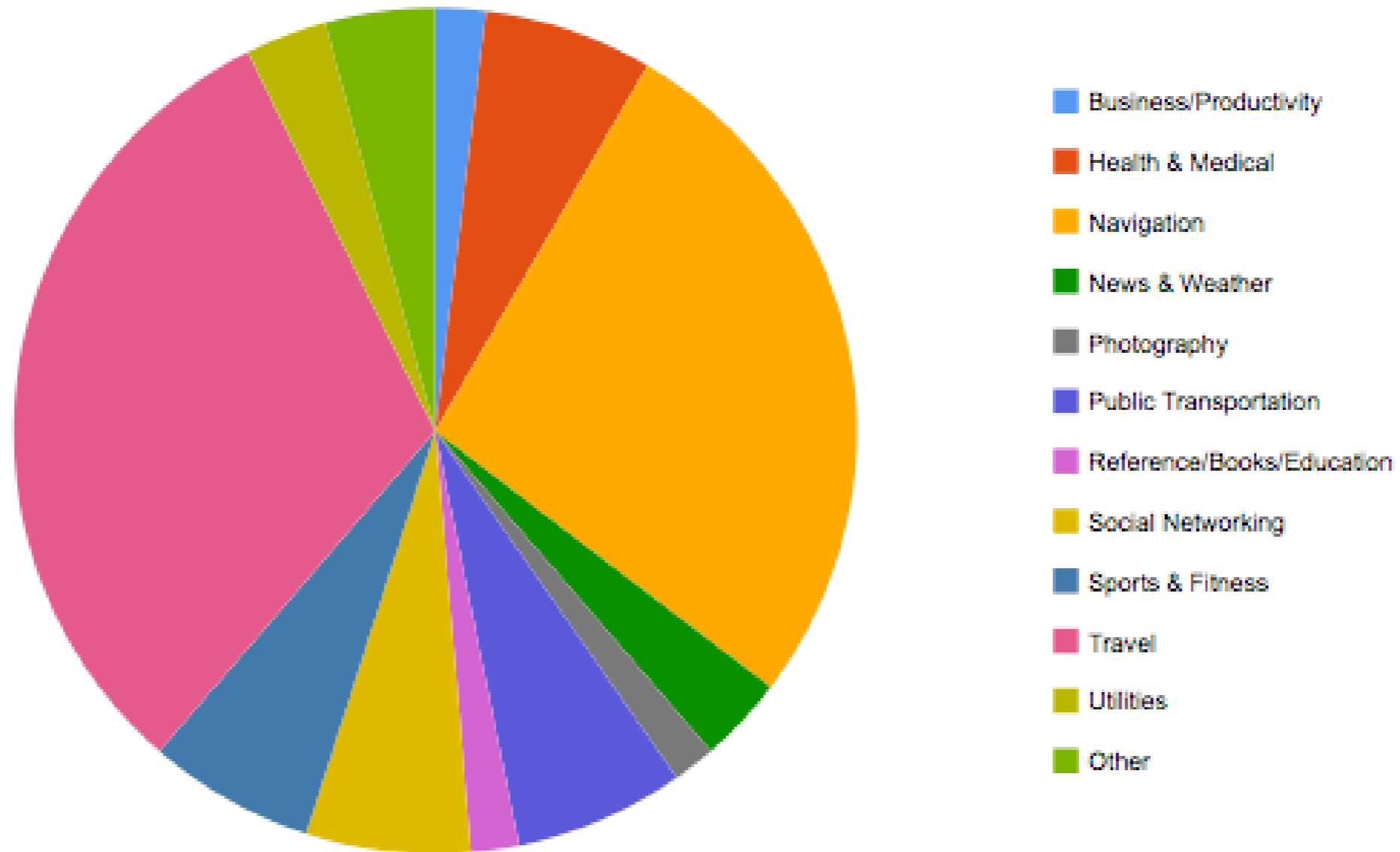


Location Apps Market

Includes iPhone App Store, Android Market, Ovi Store,
Palm App Catalog & Blackberry App World

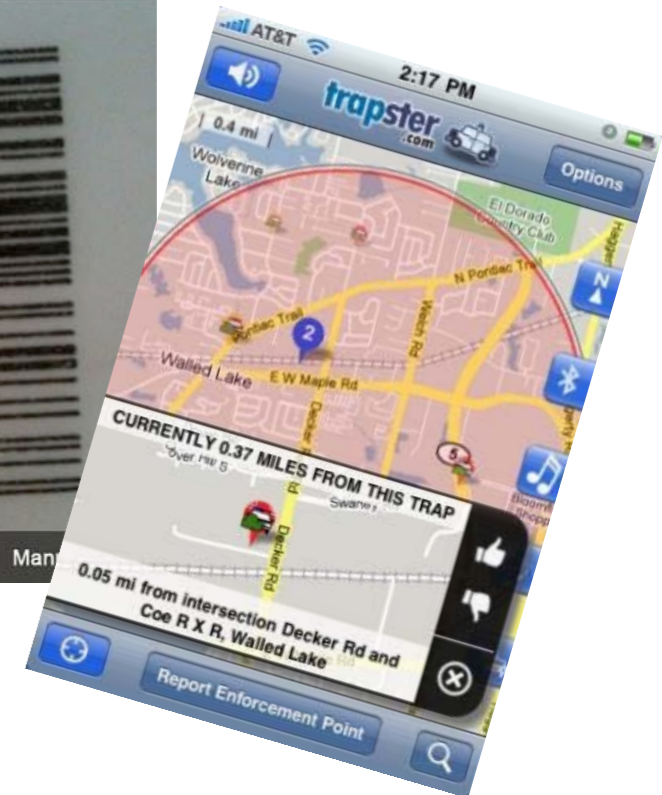


Location app traffic



Skyhook Developer's Program

- Supports all major platforms
- Business Model
 - Ad Rev Share or Licensing Fee
- Android
 - 20 apps incl. ShopSavvy, Sherpa, Locale, Aloqa
- Symbian
 - Trapster, I Parked Here
- Desktop
 - GadgetTrak, Orbicule



Maps Booster



- Location performance on S60
 - Slow, inaccurate
- Leads to frustrated consumers
- Maps Booster makes location work better on all location-aware S60 apps
 - Nokia Maps, Google Maps, I Parked Here

Maps Booster Available Now In The Ovi Store

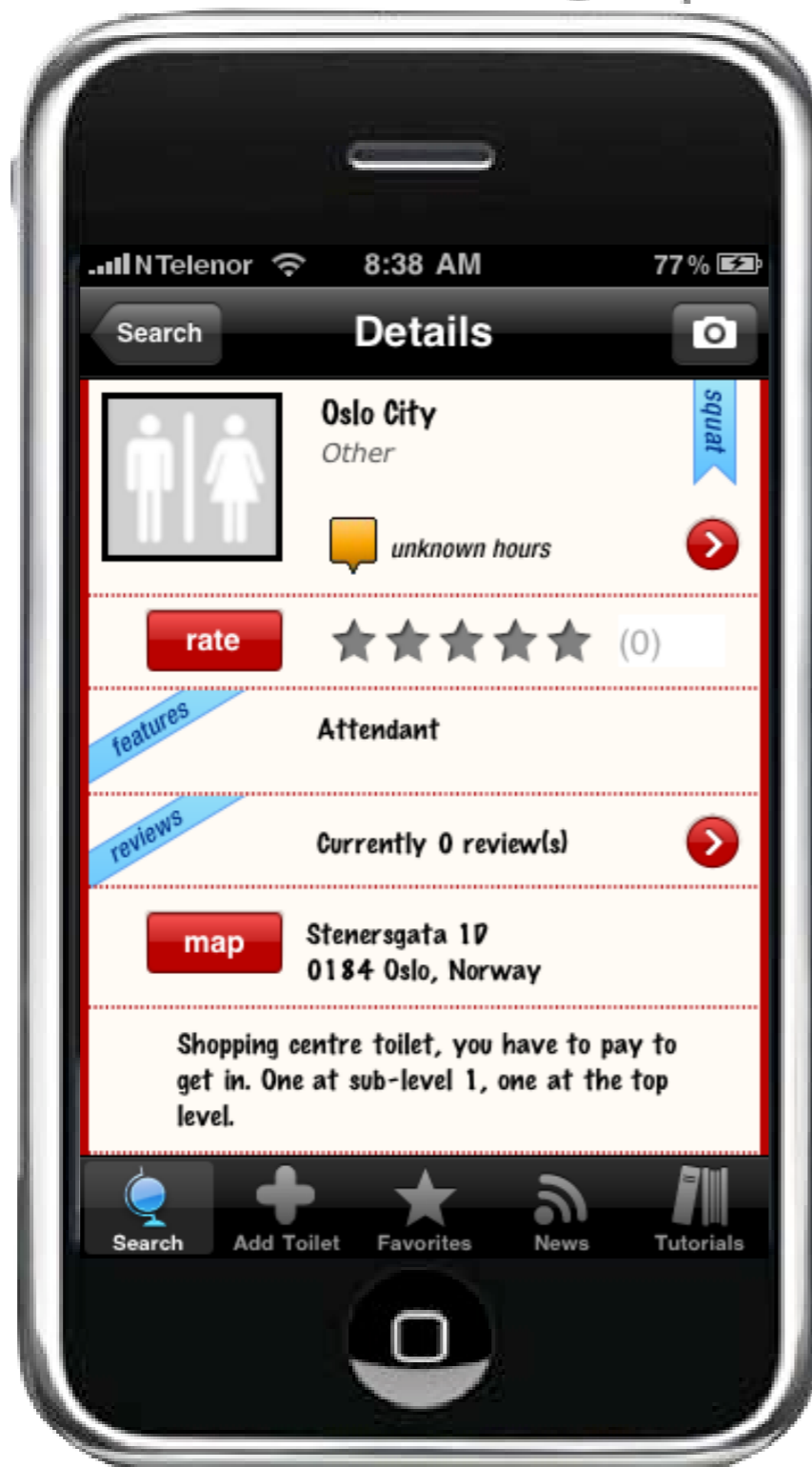
Tired of waiting around for your phone to find your location?
Know how it often puts you in the wrong place?

[Download Maps Booster](#)

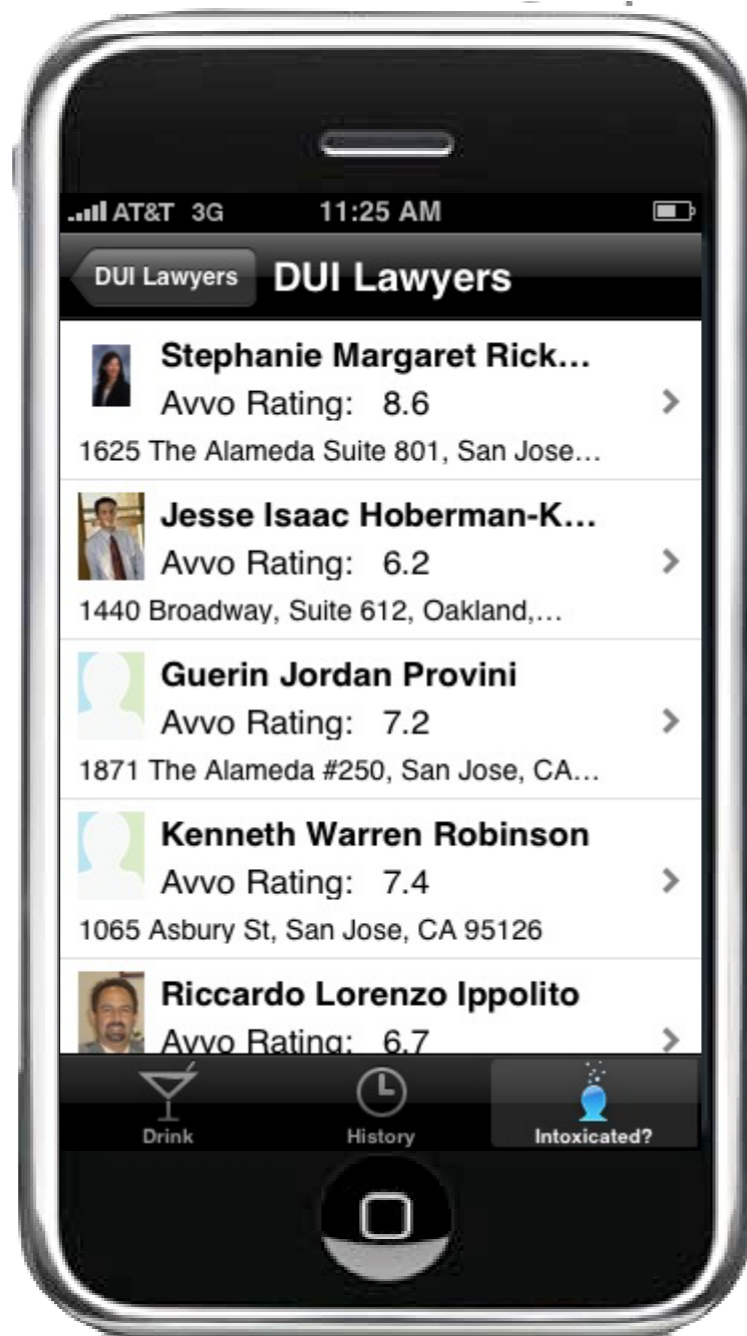
...and see the difference!



Sit or Squat

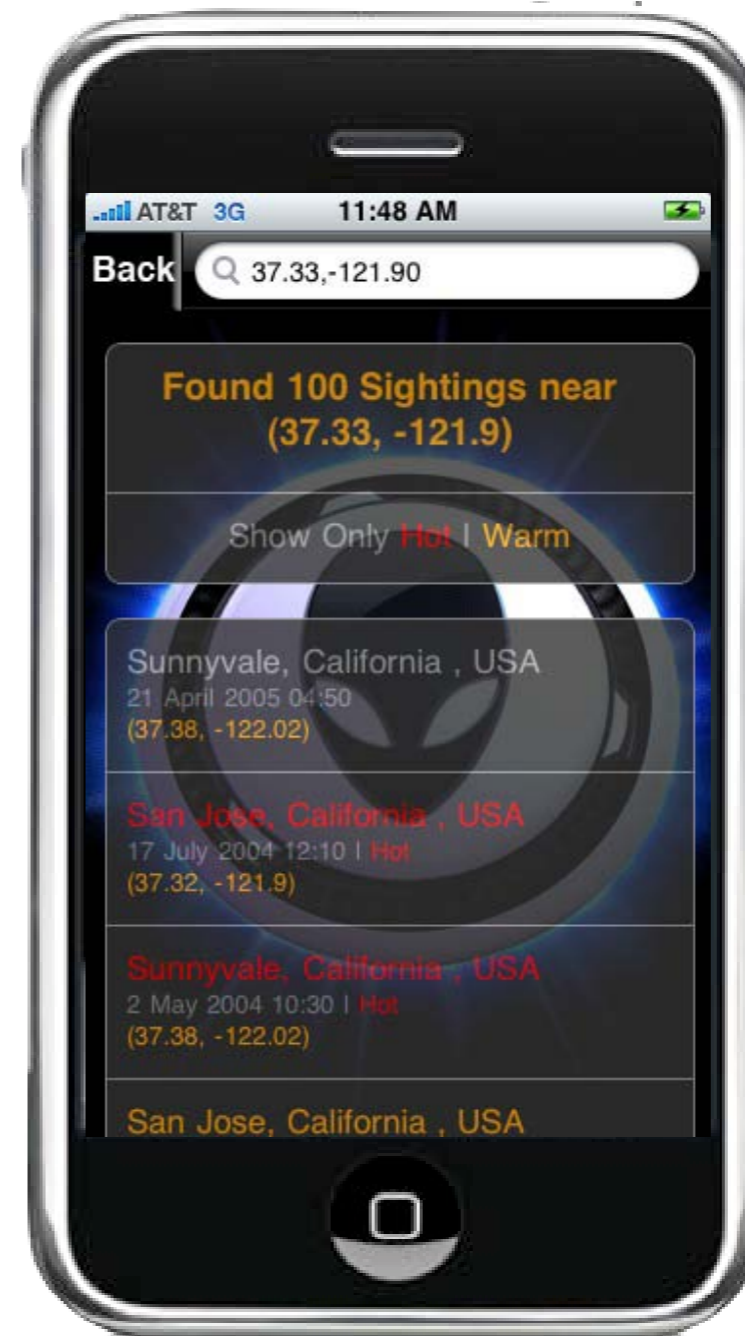


Creativity Unleashed



Last Call

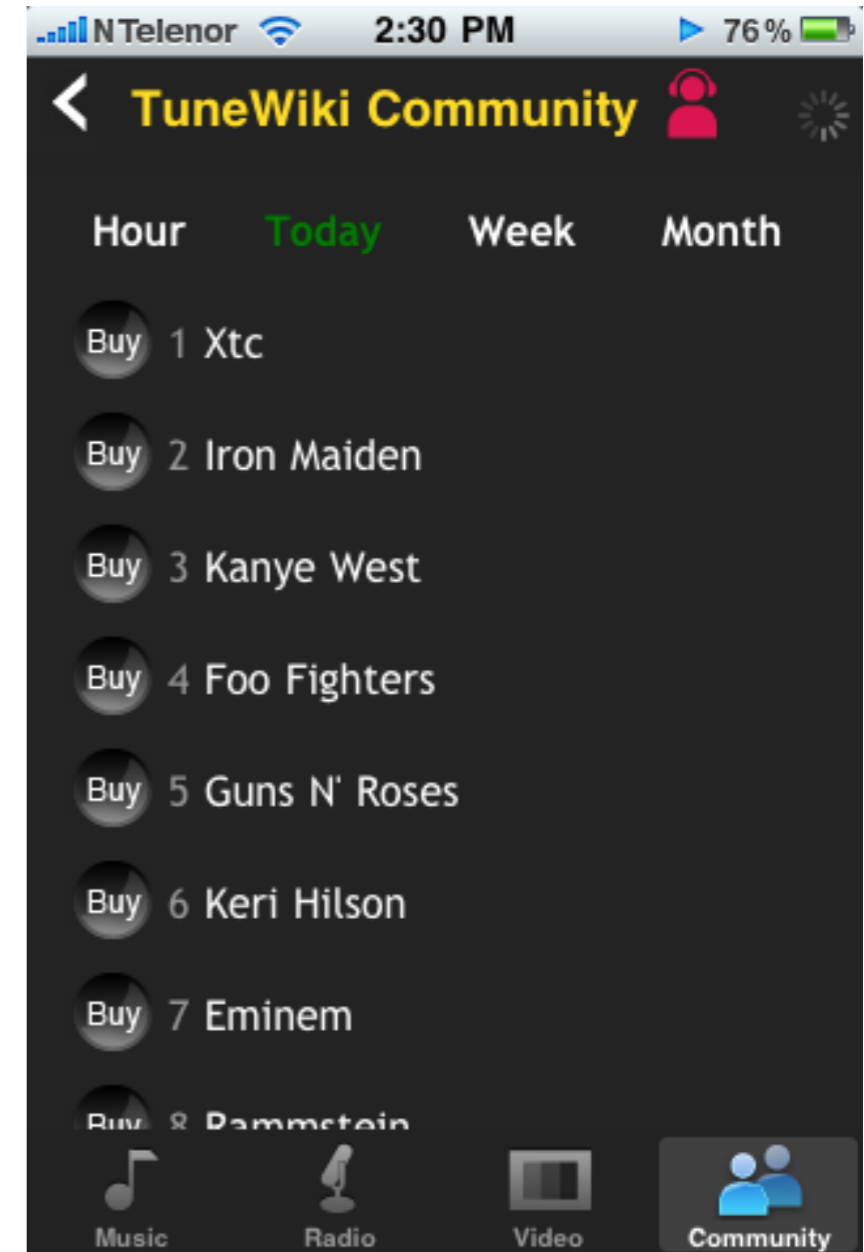
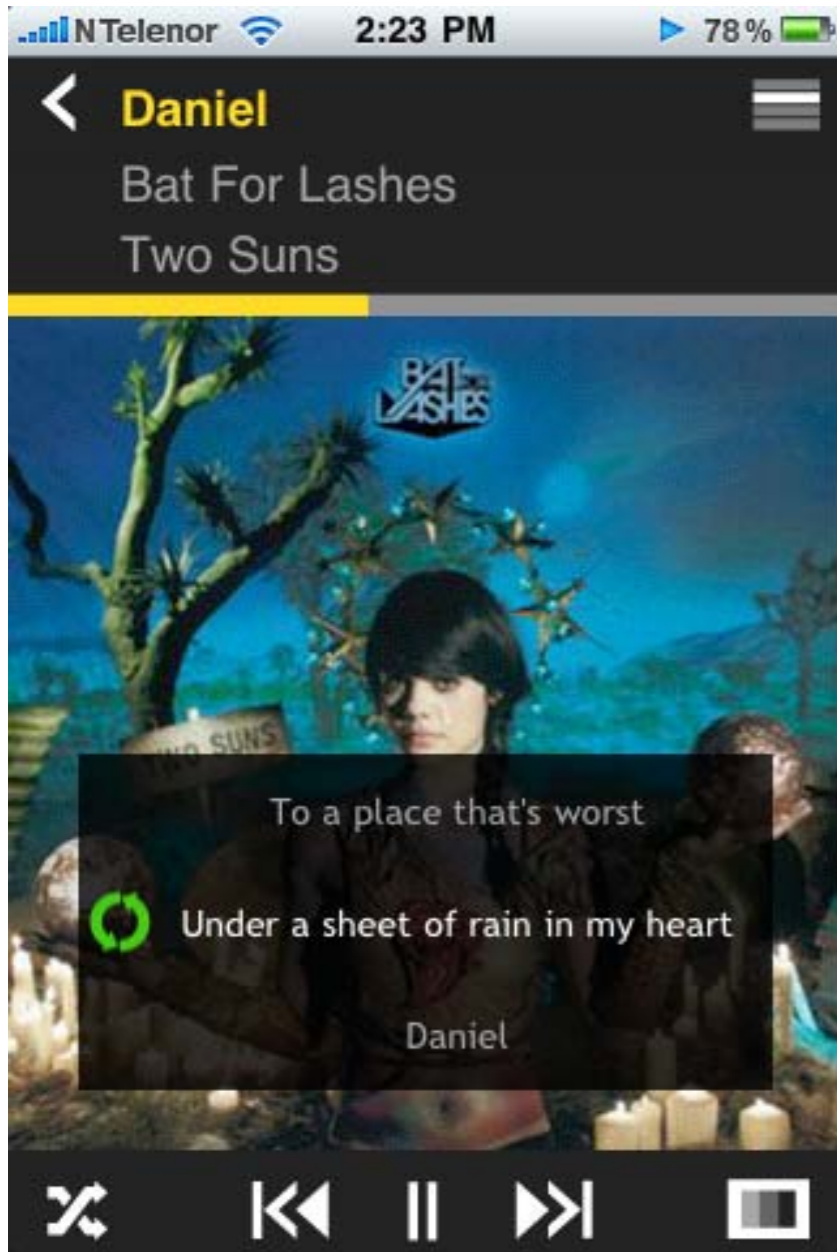
Track your drinking and know when to call a cab (or the nearest lawyer)



UFO Finder

Find all the UFO sightings around you from the past 40 years

TuneWiki

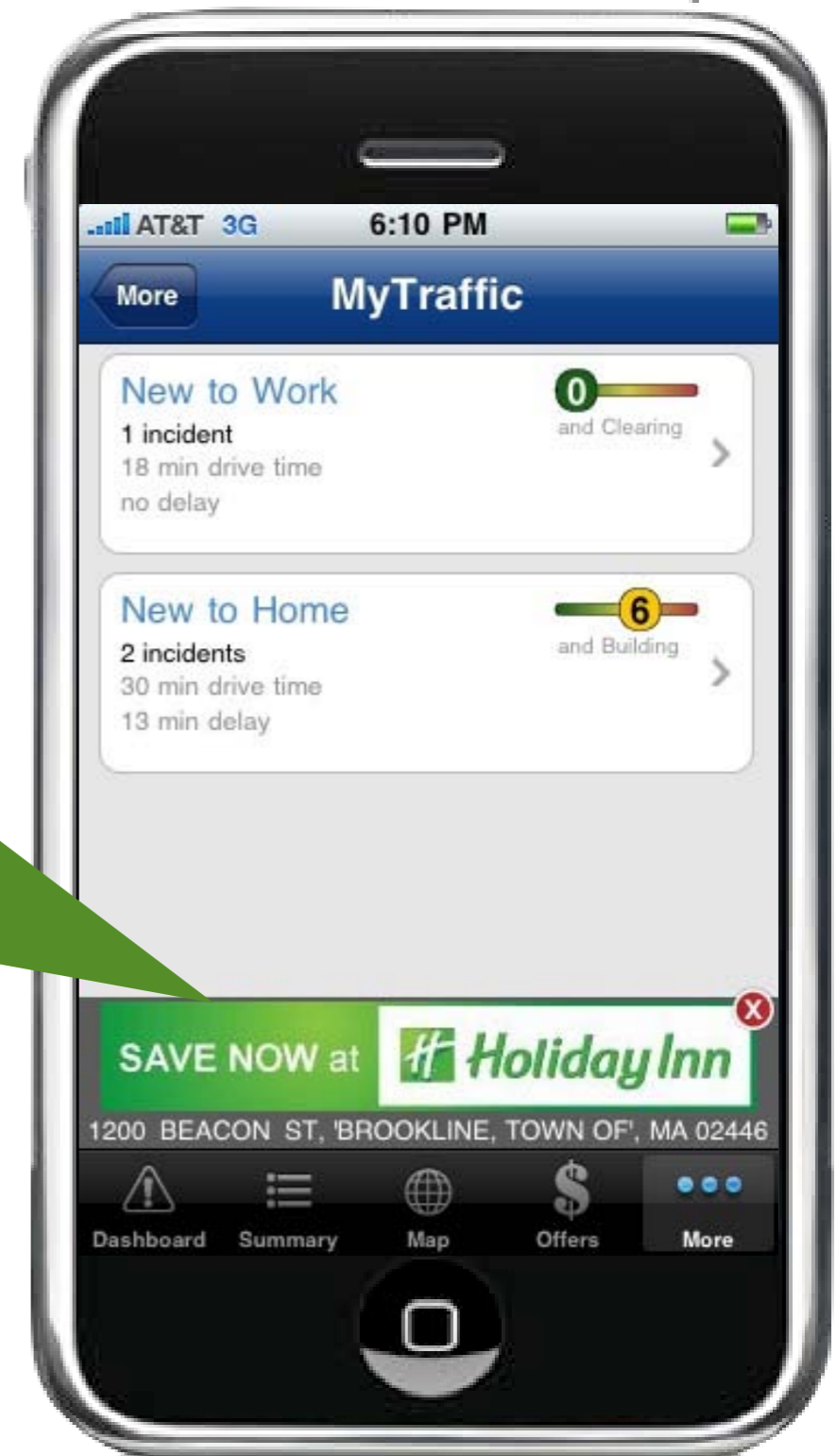
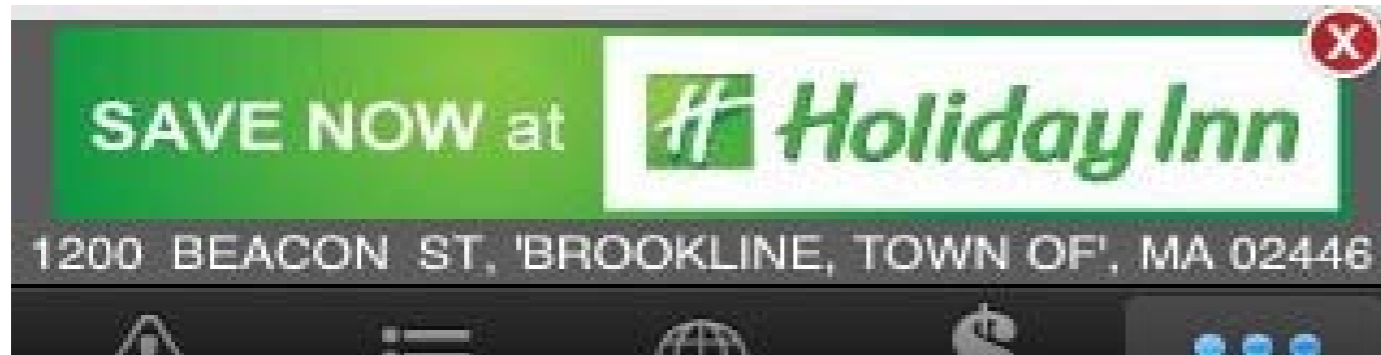


Quality location will create
new avenues for mobile revenue.

Traditional Advertising Gets Smart.

Dynamic Banner Ads

- Local Search Apps
- Unique response mechanisms
- Taking advantage of device capability

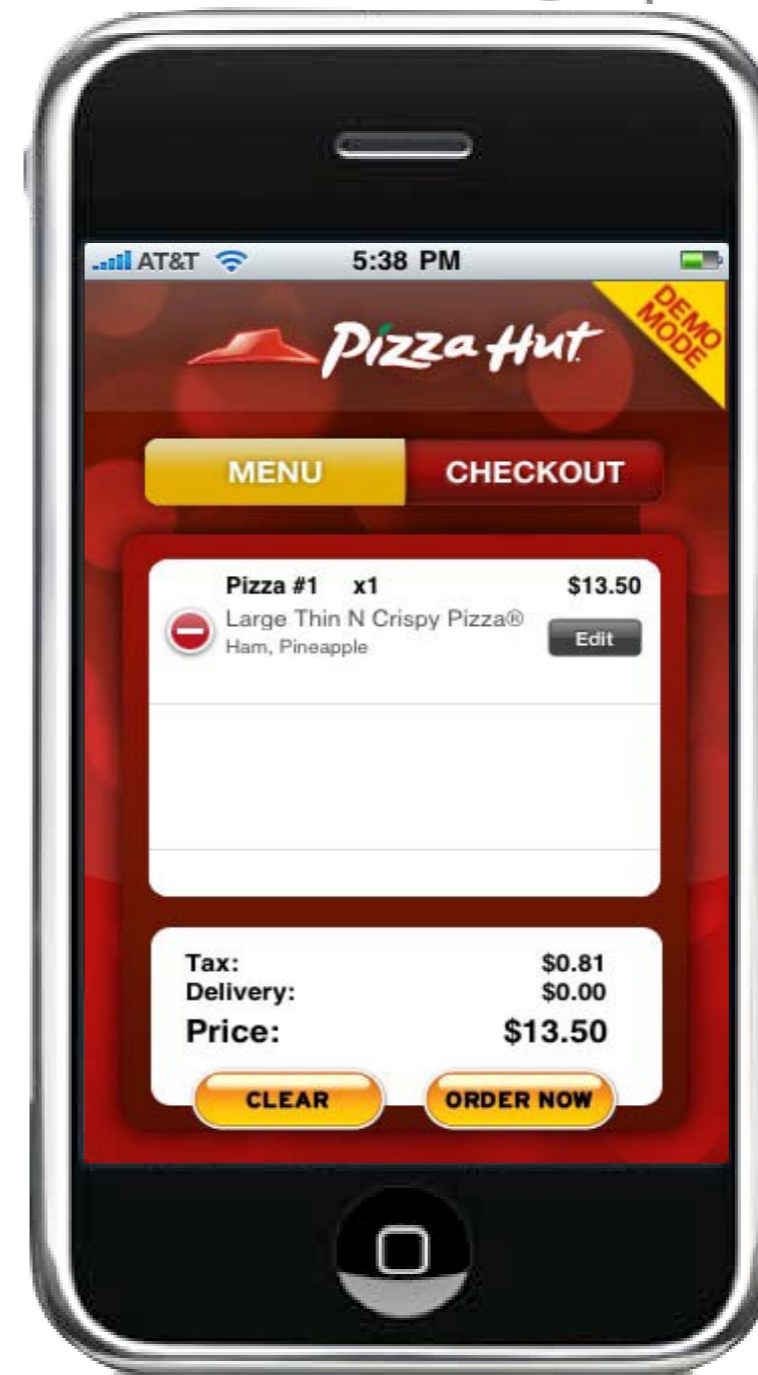


Aps as Ads and Sales



Timberland

Adventure game highlighting outdoor gear and actual locations

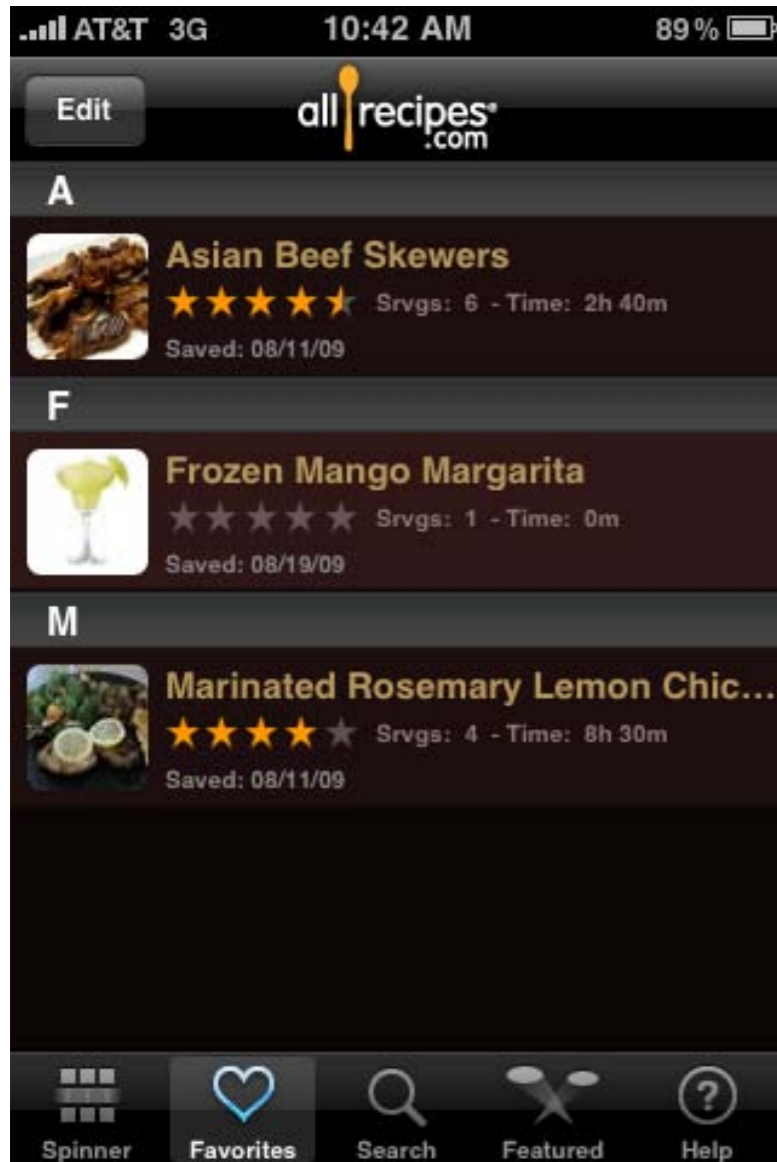


Pizza Hut

\$1 million in pizza sales via iPhone app

The Future of Location

- Everything becomes local



Thank you & Questions

Contact:

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