



Wireless Communications Alliance

Location Based Services Special Interest Group

MEETING WRAP-UP

On July 28th 2009 the Wireless Communication Alliance LBS SIG and NAVTEQ proudly presented "*OnDeck -- LBS Apps for 2010 & Beyond*".

Moderator: [Laura Diaz, NAVTEQ](#)

HIGHLIGHTS

- Twelve companies presented their innovative location-enabled applications
- Two companies showed their products publically for the first time (Aha and B4UGo)
- One company presented publically in North America for the first time (RealEyes3D)
- Over 150 people attended this meeting (LBS SIG record attendance)
- The longest LBS SIG event ever (2 hours 25 minutes)
- One lucky audience member won the Sony Ericsson C902 Cyber-shot mobile phone!

AUDIENCE COMMENTS

- "Fantastic event!"
- "I really had a lot of great take-aways today."
- "Wow! Just wow."
- Regarding moderator: "you did a great job on that! Very smoothly done!"

PRESENTERS

TourSpot by TourSpot LLC

<http://www.tourspot.mobi>

With TourSpot as your travel guide, it's the next best thing to having a local friend give you a walking tour of the city's best-kept secrets.

Speaker: Alex Zaltsman

UrbanMapping by Urban Mapping, Inc

<http://urbanmapping.com/>

Urban Mapping's Parking data Product delivers the most detailed coverage for off street parking by field collecting attributes like exact entry and exit points, methods of payment, security presence, opening hours, and more. We also collect and normalize rate information, enabling full rate calculations through our API services.

Speaker: Robert Hylkema

MotionMaps by RealEyes3D

<http://www.realeyes3d.com/pages/products/motionized.php>

Realeyes3D Motion Maps™ allows mobile users to pan across and zoom in digital maps in LBS applications with only a twist of the wrist. Because it uses the camera as a motion sensor, Motion Maps does not require additional hardware and can be integrated into any camera phone platform and with any LBS application.

Speaker: Olivier Ricordel



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DialPlus by DialPlus Inc.

<http://www.dialplus.net/product/>

DialPlus enriches the standard phone call experience by automatically and simultaneously providing dynamic, contextually relevant web content, called SmartResults, about the called or calling party before the call is answered, during the call and after the call is over.

Speaker: Lisa LeVasseur

Gokivo Navigator, Networks in Motion Inc.

http://www.networksinmotion.com/products/commercial_solutions.php

Networks In Motion provides award-winning wireless navigation solutions for today's GPS-enabled mobile phones; using our exceptionally reliable platforms to deliver location-centric information to people on the go, with continuous access to local directories, maps, driving directions, traffic and more.

Speaker: Brian Salisbury

zhiing by ZOS Communications, LLC

http://www.zhiing.com/what.php?action=whats_zhiing

zhiing connects people-to-people, people-to-places and people-to-services with dynamic maps and turn-by-turn driving directions.

Speaker: Jonathan DeLong

Aha by Aha Mobile Inc.

<http://www.ahamobile.com/index.html>

Aha makes drivers smarter by safely connecting them to the world around them when they are in their cars.

Speaker: Robert Acker

B4UGo by B4UGo Inc.

<http://www.b4ugo.com>

B4UGO is destination planning application providing users with information enabling them to minimize their wait time at crowded destinations.

Speaker: J.T. Trollman

myGeoDiary by Abaqus

<http://www.mygeodiary.com/>

myGeoDiary is a geo-tracking & location-centric social-networking service which enables end users to collect via their mobile devices and safely store their geo-information and use it across a growing number of web applications.

Speaker: Shailendra Jain

MADMaps by MADMaps

<http://www.madmaps.com>

MAD Maps (MM) is not your mother's map app. If you're just plain looking for the fastest way from point A to B, forget it. We're all about finding the most scenic route with the most unusual and unique attractions.

With over 1000 routes to choose from, you'll never run out of places to explore.

Speaker: Jenny Lefferts



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Latitude by Google

<http://www.google.com/latitude>

With Google Latitude, you can: See where your friends are and what they are up to; Quickly contact them with SMS, IM, or a phone call; and, Control your location and who gets to see it

Speaker: Chris Nguyen

geomob by Orange Labs

<http://www.geomob.us/>

GeoMob, from Orange R&D Labs, puts user-generated content on the map on the phone. Individuals can use their personal touchscreens to zoom into location-centric content such as events, weather, news, and local business reviews while myGeoDiary provides tracks based on their location. Users can also scroll through 'Geochannels' with location-specific content automatically updated for them.

Speaker: Srinivas Chervirala