Skyhook

*New World of Location Data*

June, 2010

Skyhook Overview

- Skyhook’s Core Location combines signals from Wi-Fi, GPS and cell towers to quickly and accurately determine device location
- Deployed on over 100m devices, 300m location requests / day

Skyhook’s Wi-Fi Database in Manhattan

Select Customers
How do we do it?

We drive

Fun Stats

- 10.2 million miles driven
- 3,000 drivers in past 6 years
- 240 million Wi-Fi access points
- 2 million cell towers
- 3 TB of data collected
- 300 million location requests per day
Google

Telegraph.co.uk
Google Wi-Fi privacy row: Eric Schmidt admits search engine 'screwed up'

Investigating Google

[Images of Google Maps and mobile devices]
Location Apps Growth 2008 -2010

Next phases of location technology
Traditional Advertising Gets Smart.

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

SpotRank - San Francisco Location Requests

Saturday, 8:00am

Saturday, 10:00pm
User Behavior

Location Intelligence – SpotRank

- Real-time population density based on location requests
- Sample data from 1pm the day of the Boston Marathon and one week prior shows the day-to-day difference in pop. density
Location intelligence for new markets

- Retail site selection
- Outdoor advertising

![Graph of 10 Rite Aid Stores in NYC](image-url)

![Image of New York City location](image-url)
Special Events

- **CMA Music Festival**: A real-time, geo-tagged experience powered by Skyhook Wireless.

Major League Baseball

- **Skyhook Wireless**: Features an overhead view of a baseball field with a phone interface in the bottom right corner.
Skyhook Predictive Demographics

- Trace aggregate groups of people that leave a neighborhood at night (home) and determine daytime location (work, school)
- Never seen before data creates new options for targeting

Contact

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