Location is the Unique Driver in the Mobile User Experience

"If 2009 was the year when “geo” became a buzzword and gathered momentum, then 2010 is going to be the year when location-based functionality is going to become commonplace — from mobile apps to consumer devices, even to web services are all going to be geo-enabled."

Om Malik, GigaOm, January 10, 2010

“Location awareness makes mobile applications more powerful and useful; in the future, location will be a key component of contextual applications.”

Gartner, Eight Mobile Technologies to Watch in 2009 and 2010
Spring 2010 a Watershed

- Twitter adds location-sharing
- Facebook to add location sharing...soon
- Foursquare traffic up 300% in 2 months
- Google introduces Google Places, adds location to shopping
- iPad launches with Wi-Fi location

Today’s Location Aware Apps

- Flixster: Find movie theaters nearby
- TuneWiki: View songs paying in town
- CW CityWise: Local celebrity sightings
Books

Fave

Investigate

Find Trends

Wine & Drinks

I just drank Luca Malbec 2007 at Restaurant Assaggio, 29 Prince St. Boston

JackSmith: I just drank Luca Malbec 2007 at Restaurant Assaggio, 29 Prince St. Boston

KateInbuck: I love that wine!

2 minutes ago - Comment - Like

2 seconds ago - Delete

Write a Comment...
Location Apps Growth 2008 - 2010

- Two years ago, there were a dozen apps now there are almost 8000!
- The LBS ecosystem for netbooks/slates will evolve much like handsets

Increasingly Diversified Portfolio of Apps