More Control → More Sharing

Ziv Baum, CEO
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800M

Install base of GPS-enabled mobile devices, 2009

Data From: ABI research
$14B
Location Based Services (LBS) market size by 2014
Data From: ABI research

7200
Location based apps on different app stores (February’10)
Data From: Skyhook Wireless
LBS market is exploding. But where are the users? Worried about P2P and “big brother” privacy issues

Location adds a new level of complexity
Privacy is really at the core of the value proposition.

“The debate about privacy is really a debate about control...By giving people that control, we enable them to share more stuff.”

(Mark Zuckerberg, founder of Facebook)

Apple expects you....

...to answer the same question 1000 times...

...with multi-tasking in OS4, they’ll show you which app accessed your location in the past 24 hours...

...even if it’s too late....
to agree upfront and never change your mind

Android expects you...

This application has access to the following:

⚠️ Network communication
   full Internet access

⚠️ Your location
   coarse (network-based) location, fine (GPS) location

⚠️ System tools
   change network connectivity, change your UI settings

⚠️ Services that cost you money
   directly call phone numbers

OK  Cancel
- Spin-off from Carnegie Mellon’s Mobile-Commerce Lab
- We offer mobile apps platforms and apps developers a way to give LBS users more control
- Users who have the ability to express their privacy preferences and to monitor who has asked for their location are more comfortable with sharing
- **Locaccino**, a Facebook-based location sharing app built on top of Zipano’s privacy layer, demonstrates how our platform works

### The Value of Richer Settings

![Graph showing average accuracy across different settings]

**White Lists Simply Don’t Cut It!**

…This is why Loopt, Latitude & Co. Are Failing
...But Are Users Ready For This?

Are users willing to define enough rules?

- The benefits are visible even with just 1 or 2 rules!
- Similar results for advertisers

Here’s the Real Kicker!

- Users just err on the safe side in setting up their preferences
  - More than 2x the sharing with Facebook Friends!
  - 2.5 x times the sharing with advertisers!!
Some Other Considerations

- Good Default Settings or Personas also help
- ...As does the ability to review who’s requested your information

### Feedback vs. No Feedback

<table>
<thead>
<tr>
<th>Hours Viewable per week</th>
<th>Users</th>
<th>Feedback</th>
<th>No Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average: 122 hr/week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average: 101 hr/week</td>
<td></td>
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</tr>
</tbody>
</table>

Introducing the Privacy Layer

- Users
- Apps developers
- Open developers API
- Zipano
  - User-Controllable Privacy Platform
- Policy enforcement engine
- Location middleware providers
- Platform providers
- Data providers (maps, P.O.I)
Zipano’s UCPP in a Nutshell

- Highly scalable
  - Facebook scale
- Extremely low latency
  - Cell phone operator latency
- Capable of capturing & enforcing rich and extensible set of privacy attributes
- APIs for privacy preference editing, location request processing, user request auditing, etc.
- Secure
  - flexible authentication plugins for services like OpenID
Bottom Line

- **Richer privacy settings** will be key to unlocking the full potential of location sharing and location-based advertising.

- **Zipano’s UCPP** offers application developers, operators and other aggregators a new layer of interoperability that will be critical to growing their ecosystem.

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Relevant Websites

- www.zipano.com
- www.locaccino.com
- http://mcom.cs.cmu.edu/user-controllable-security-and-privacy/

Some Recent Press Coverage

- Startup Zipano sells privacy software to control who can find you, Pittsburgh Post Gazette
- “As Location-Sharing Services Grow, Privacy Concerns Do Too”, Wall Street Journal
- “The Mobile Net: Why to Worry about Privacy Regs”, Business Week
- “Now You Can Track Colleagues and Students on Your Laptop”, Chronicle of Higher Education
Relevant Publications