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# Skyhook

## *New World of Location Data*

June, 2010



## Skyhook Overview

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- 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?

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*We drive*



## Fun Stats

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- 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

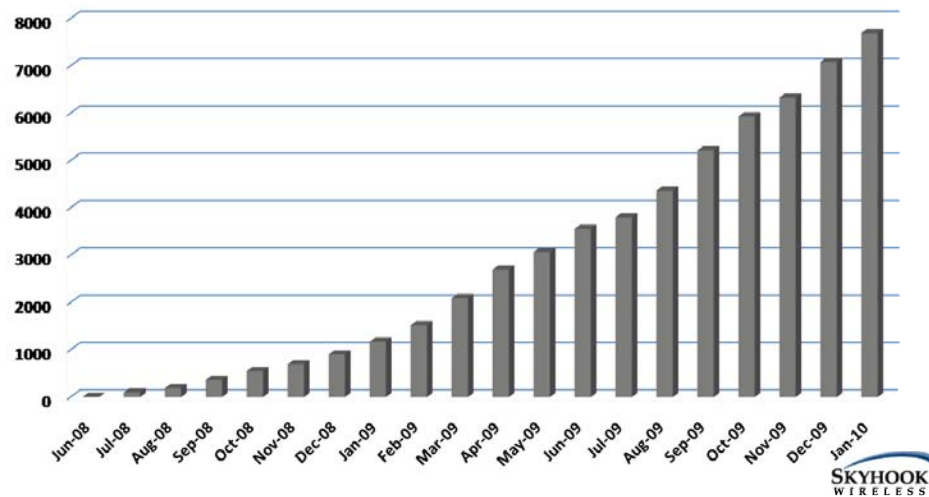
**Telegraph.co.uk**

**Google Wi-Fi privacy row: Eric Schmidt  
admits search engine 'screwed up'**





## Location Apps Growth 2008 -2010



## Next phases of location technology

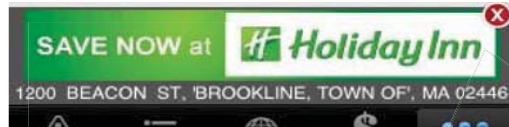




## Traditional Advertising Gets Smart.

### Dynamic Banner Ads

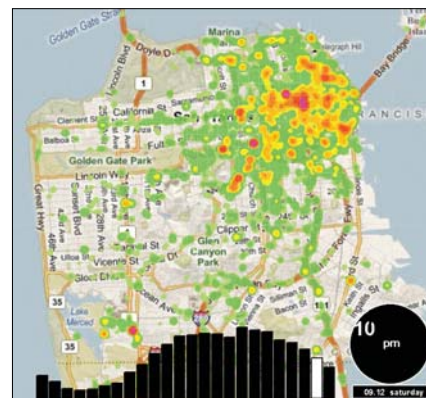
- Local Search Apps
- Unique response mechanisms
- Taking advantage of device capability



## SpotRank - San Francisco Location Requests



Saturday, 8:00am

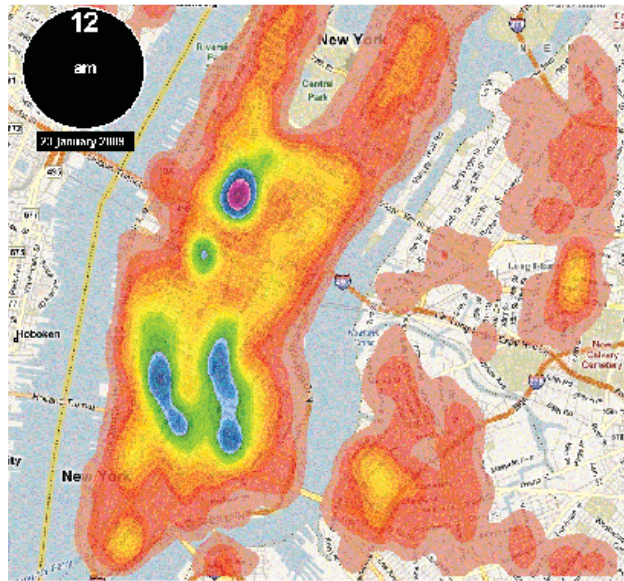


Saturday, 10:00pm





## User Behavior



## Location Intelligence – SpotRank

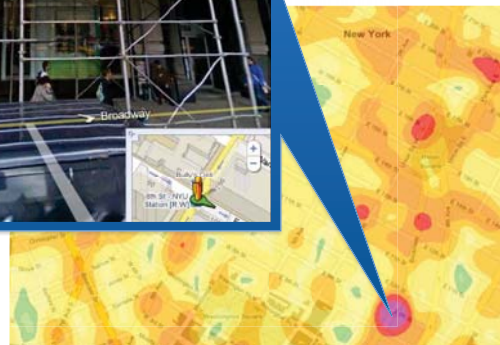
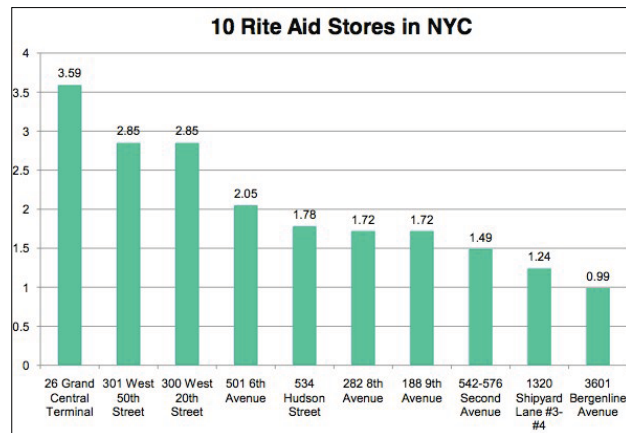
- Real-time population density based on location requests
- Sample data from 1pm the day of the Boston Marathon and one week prior shows the day-to-day difference in pop. density





## Location intelligence for new markets

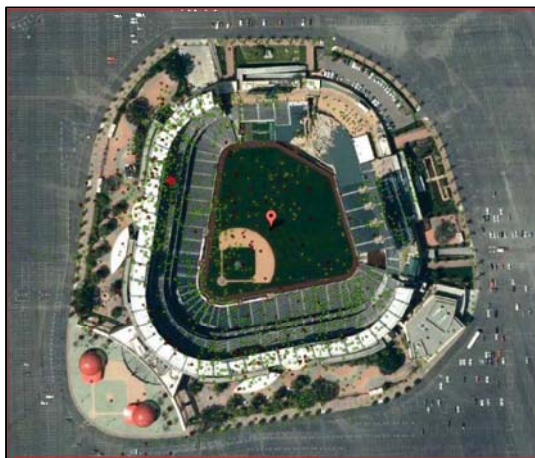
- Retail site selection
- Outdoor advertising





## Special Events

## Major League Baseball







## 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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