



Location is the Unique Driver in the Mobile User Experience



Location...is here

"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

- Twitter adds location-sharing

facebook

- Facebook to add location sharing...soon

foursquare

- Foursquare traffic up 300% in 2 months

Google places

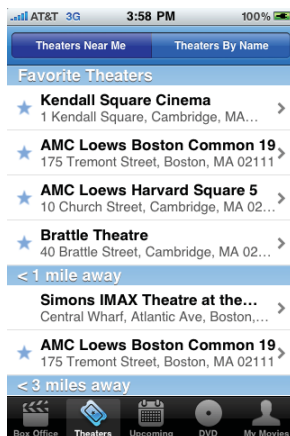
- Google introduces Google Places, adds location to shopping

iPad

- 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



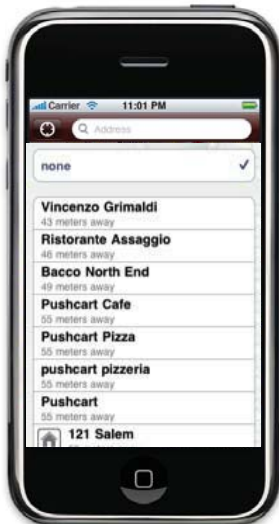
Investigate



Find Trends




Wine & Drinks



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

2 minutes ago via web

 **JackJack50**
JackJack

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

2 minutes ago · Comment · Like

 **Kate Imbach** omg, i love that wine!

2 seconds ago · Delete

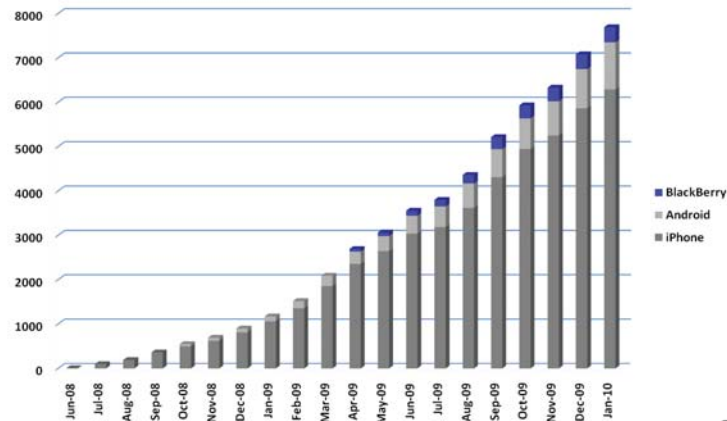
Write a comment...





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

