

São Paulo, Brazil
21C
Cloudy



Situação Regular
58 Km
de congestionamentos
Detalhes do [trânsito online](#)

You are here.
Welcome to [hyperlocal](#), totally personal geoweb

Social Location
Transforming Location as a Ego Digital battle
Rafael Siqueira - CTO



“millions of people are now walking around with a gizmo in their pocket that not only knows where they are but also plugs into the internet to share that info, merge it with online databases, and find out what—and who—is in the immediate vicinity.

...simply put, location changes everything.”

Matthew Honan, Wired Magazine, January 2009

Quotes

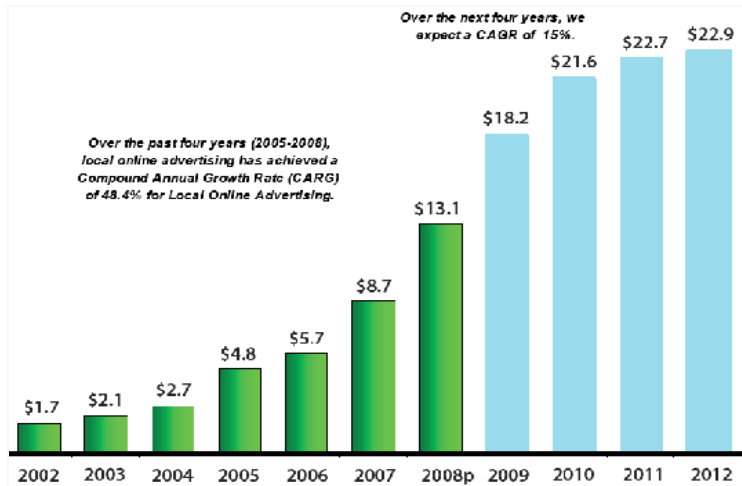
55% of all SMSs ask "Where are you?"

"Maps aren't just for driving directions. They are a way that humans understand their planet"

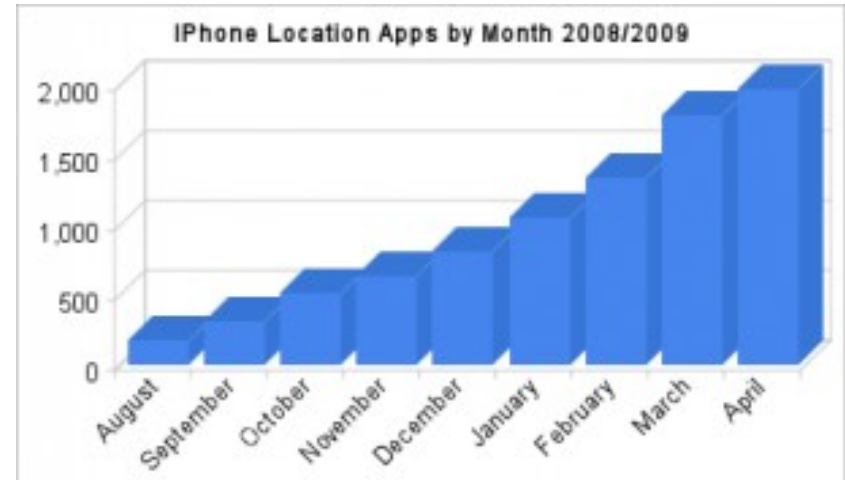
Some say that Augmented Reality will do for mobile what satellite imagery did for maps



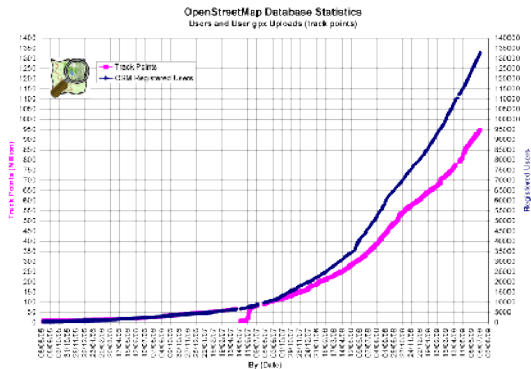
location has taken off ...



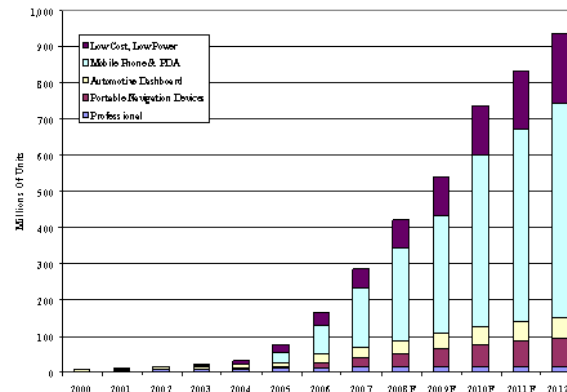
location-based online advertising



location-based iPhone apps



community mapping



location device sales



gps-enabled phones

Source: iSuppli Corp. October 2007

Technology is not a problem



Cell

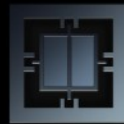


Compass

Cell
1 - 3 km



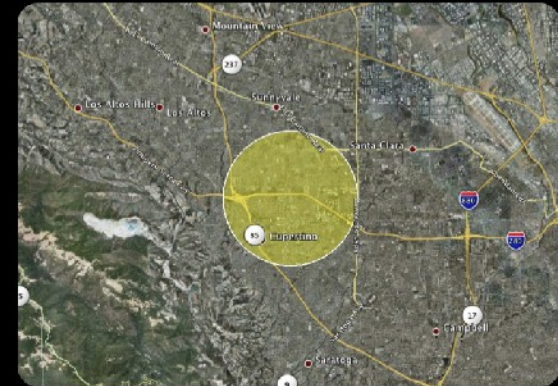
WiFi



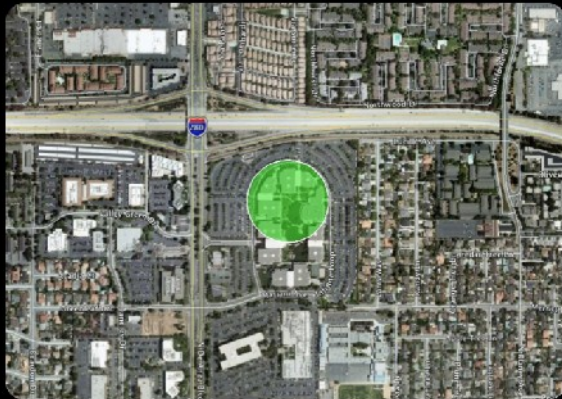
Accelerometer



GPS

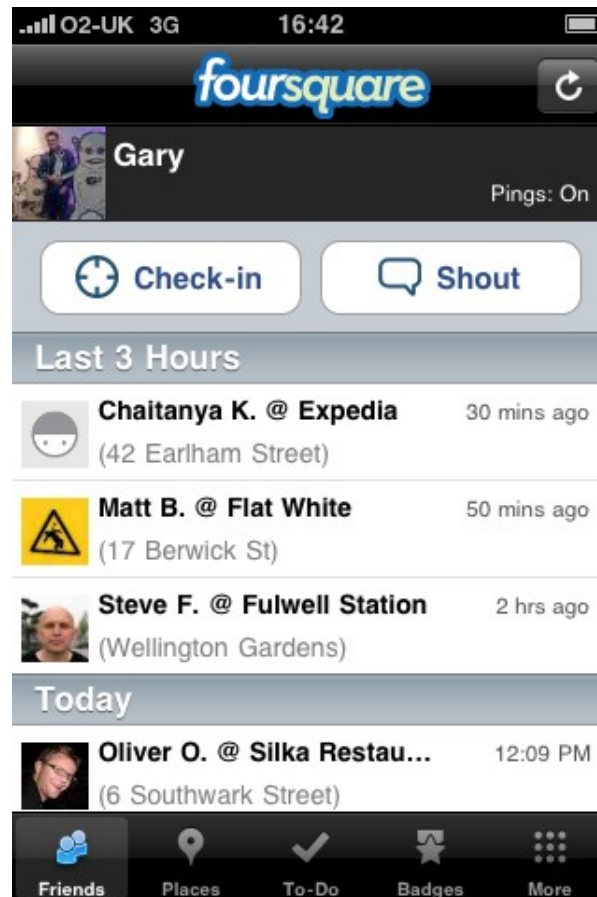


WiFi
100 m



GPS
< 40 m





connecting people, locals and informations around you

▼ Gas Price

Available on the iPhone
App Store

▼ Traffic

Available on the iPhone
App Store

Available on the iPhone
App Store

Available on the iPhone
App Store

▼ Movies

Available on the iPhone
App Store

Available on the iPhone
App Store

▼ Real Estate

Available on the iPhone
App Store



Location Based Service



Social Location

twitter

mobiLuck Beta

loopt

coming soon

facebook

waze
way to go

Google buzz

myTown

yelp

Rummble

AKA'AKI

foursquare

stickybits

PLACES
Right Place, Right People, Right Time

brightkite

brizzly!

iPling :))

Google latitude

Gowalla

whrrl

gypsy

Foodspotting
Find dishes, not just restaurants.

inspiring **unexpected** journeys.

connecting with friends.

redirecting travel plans and
rewarding adventure.

Capturing and sharing life
experiences in **realtime.**

It is a **Geospatial
Knowledge Mapping** built
by public participation
& collaboration

location is a game changer for **social networks**.

passive



real-time



participatory

what have you been up to?

 friendster

 bebo

what are you doing right now?

 twitter

 facebook


where are you? can I join?

 foursquare

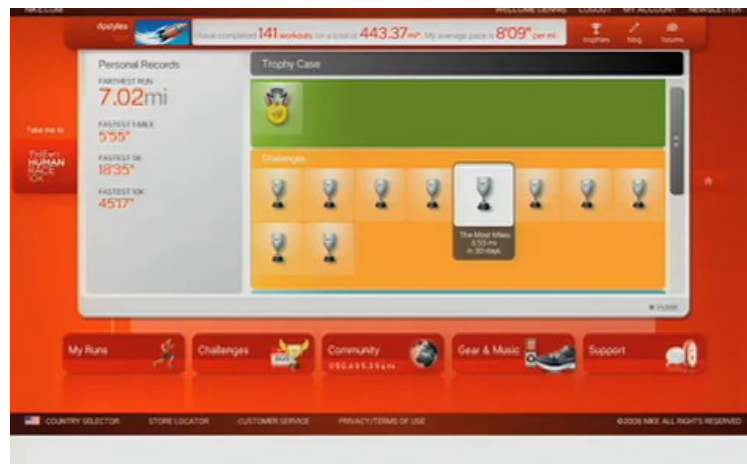
 Gowalla

twitter places

 **marius** I'm watching Greece vs. Nigeria. From SOUTH AFRICA!
2 minutes ago from [Free State Stadium, Mangaung / Bloemfontein](#) 

 **Free State Stadium**
Mangaung/Bloemfontein, South Africa
[Tweets about this place →](#)

how to turn the real world into a game



TechCrunch

One Millionsquare: Foursquare Hits The Big Number

by MG Siegler on Apr 22, 2010

Buzz 151 421 retweet

smh.com.au

The Sydney Morning Herald

Friends go online at Foursquare to meet offline

FAST COMPANY

Wall Street Journal and Foursquare: Geolocating City Newsrag Mashup From Heaven

cnet news

Latest News **BETA** CNET River Webware Crave Business Tech Green

April 16, 2010 11:33 AM PDT

Can Yahoo nab Foursquare for \$125 million?

guardian.co.uk

The FT embraces Foursquare, and introduces day passes

warning: don't underestimate foursquare just because it's a 'game'.

News Mumbo Opinion Video Events Freelance Jobs Directory

Foursquare explodes in Sydney as first five city tweetup hits Australia

Los Angeles Times | BUSINESS

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING

MONEY & CO. TECHNOLOGY PERSONAL FINANCE SMALL BUSINESS COMPANY TOWN

Foursquare tops Silicon Valley's most-wanted list

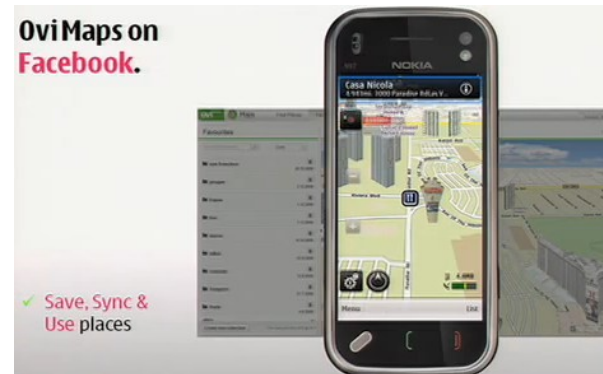
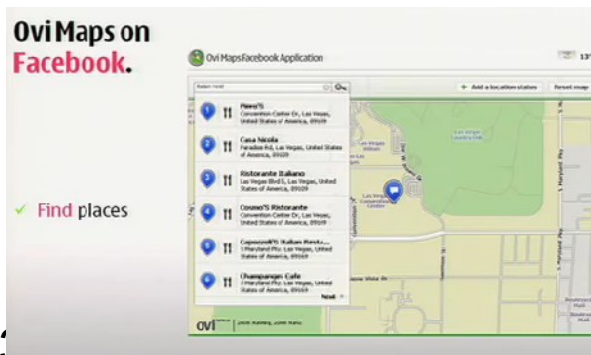
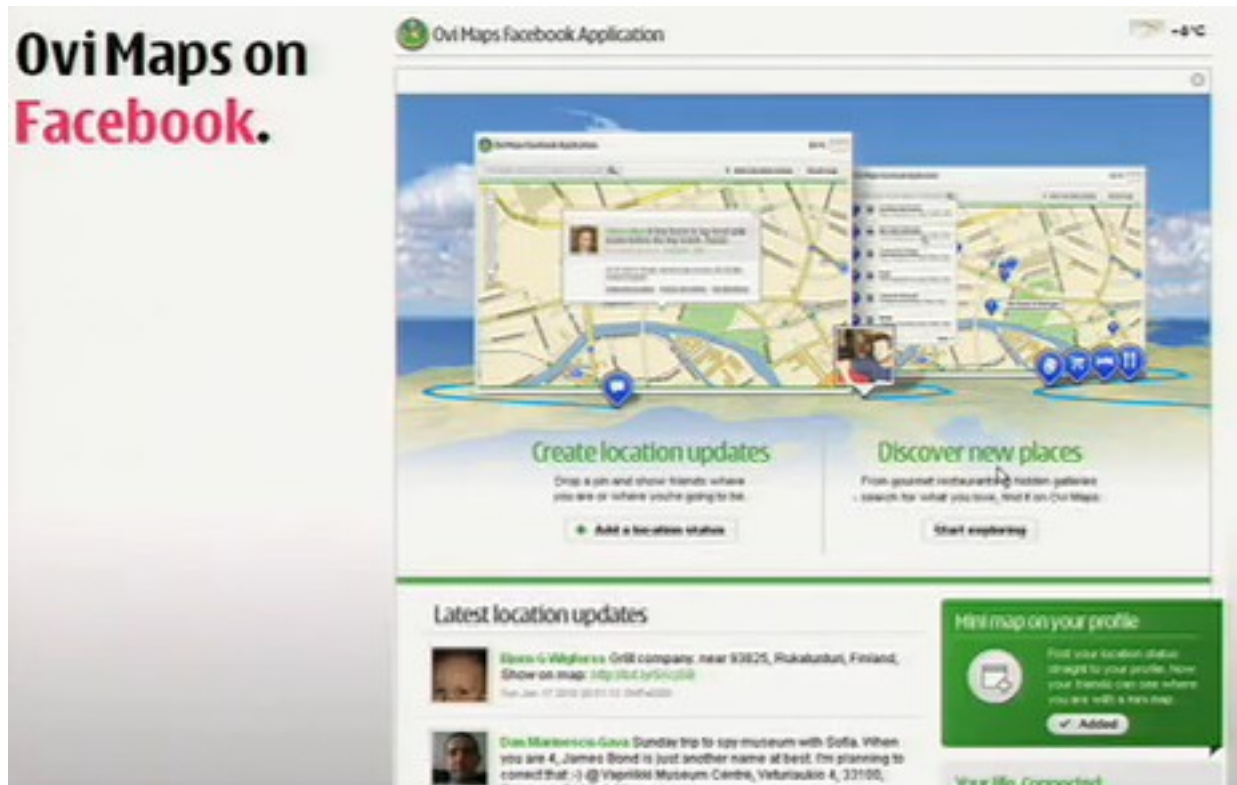
April 19, 2010 | 1:43 pm

sunrise

HOME VIDEO FACTSHEETS SOAPBOX ENTERTAINMENT WEEKEND SUNRISE RECIPES TEAM CONTACT US



ovimaps on facebook



Map Data Collection

Maps are the base for any LBS application

Making maps is complex

Keeping maps **updated** is even more complex and **very expensive**



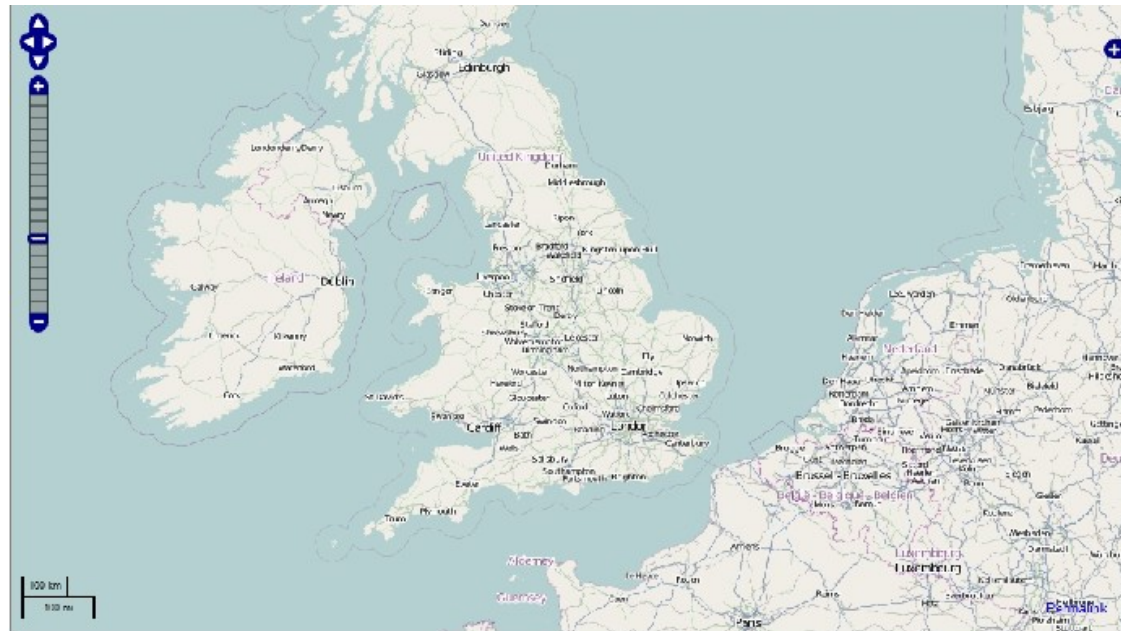
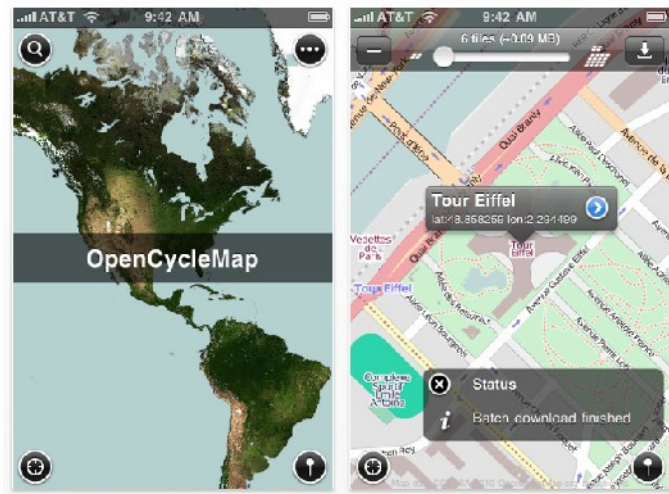
Is There an alternative

Creates and provides free geographic data such as such street maps to anyone

A collaborative mapping project


Relies on manual editing of maps

“ Free Wiki World Map”



Waze

A mass of drivers that automatically and constantly update other drivers, actively and passively in real time about the roads and driving conditions

 **waze**

Download Guided Tour Live Map My Dashboard Community Support Blog Users' Blog

Select Country: None selected


What are waze drivers building?

Waze is a social mobile application providing free turn-by-turn navigation based on the live crowd think of the road 100% powered by users, the more you drive, the better it gets. Join the community of drivers in your area today!


 **Download**
waze to your mobile

 [watch the guided tour](#)


From the waze blog >

 **BlackBerry**
Download the beta Version!

Share waze

 [follow waze on twitter](#)


Live Map



Waze in Brazil

Status:

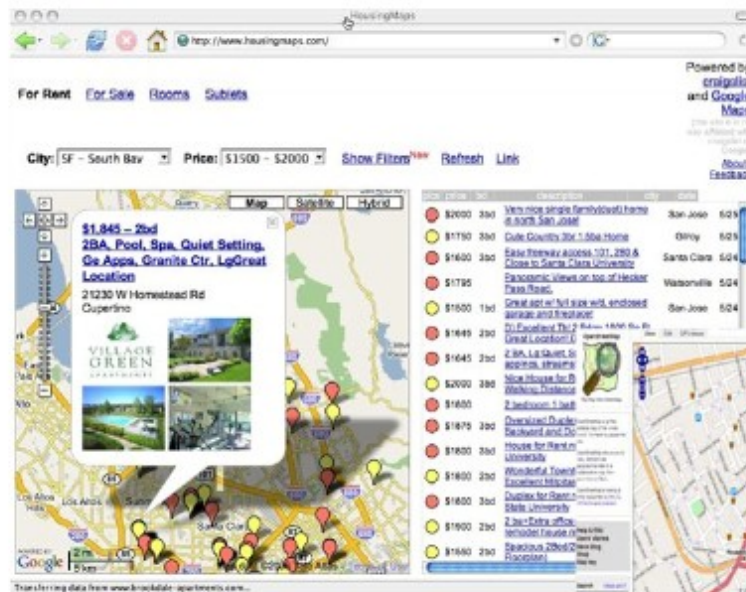
The driving community in Brazil has only recently begun developing, so it'll take a bit of time until waze begins to deliver its full value in your area. Note that when starting out, there may be no map at all and you'll need to actually pave the roads as you go. If you like mapping, though, it's a great time to get involved and you'll have a ton of fun!

 (c) 2006-2010 Waze Mobile. All Rights Reserved

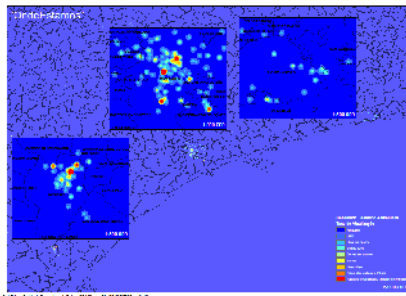
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Collaborative Mash-ups

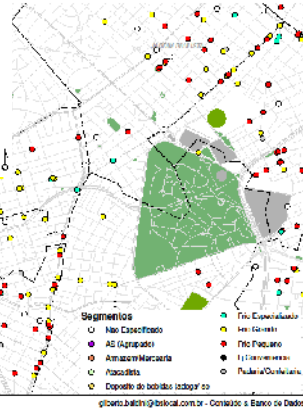
From desktop application to the Web browser, from traditional GIS to **the geospatial mash-ups** in everyday life.



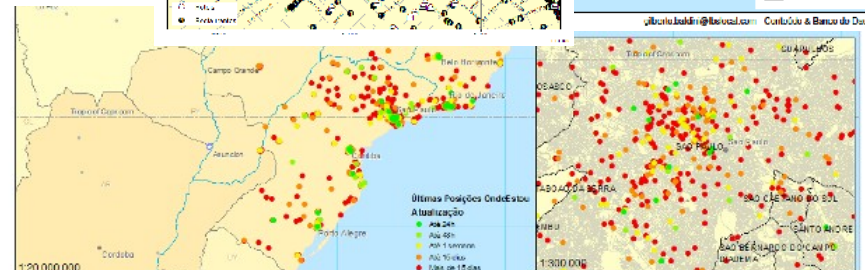
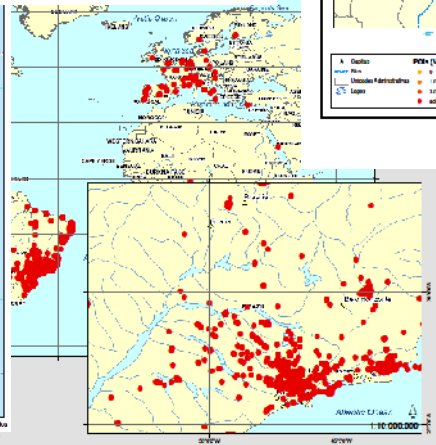
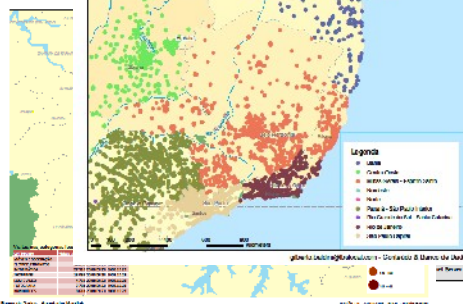
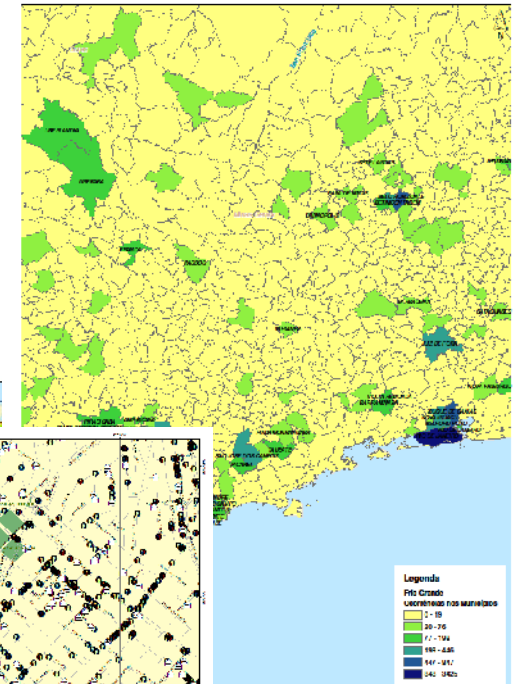
behavior target



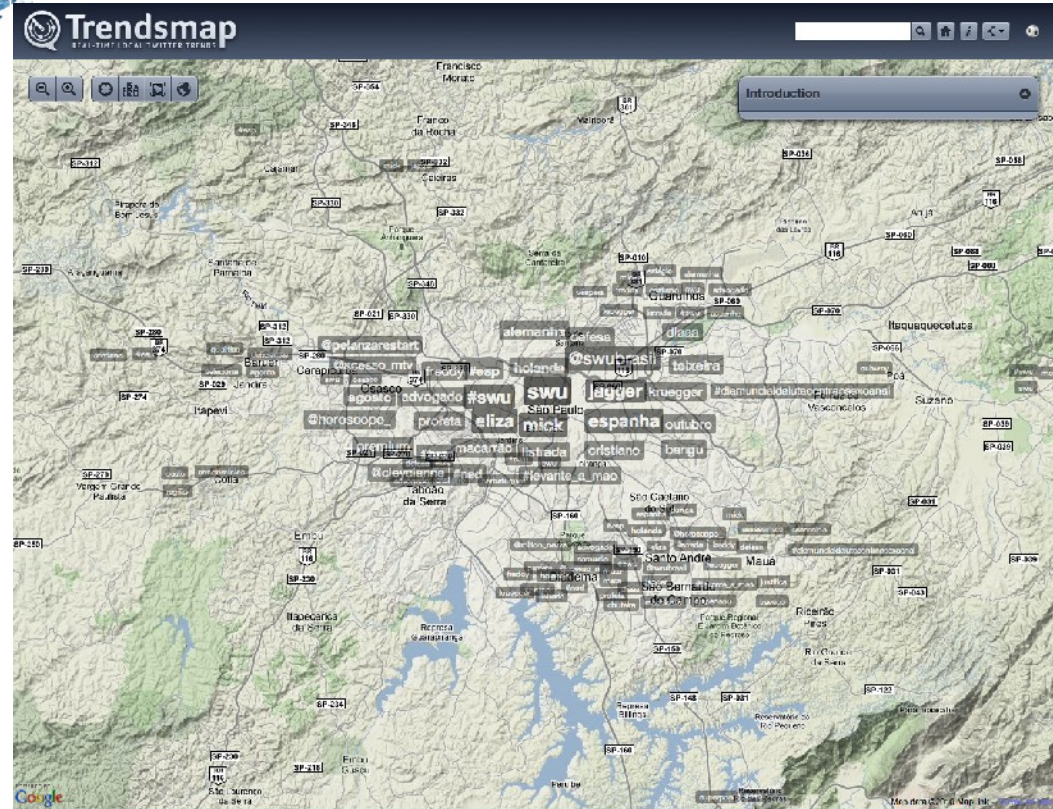
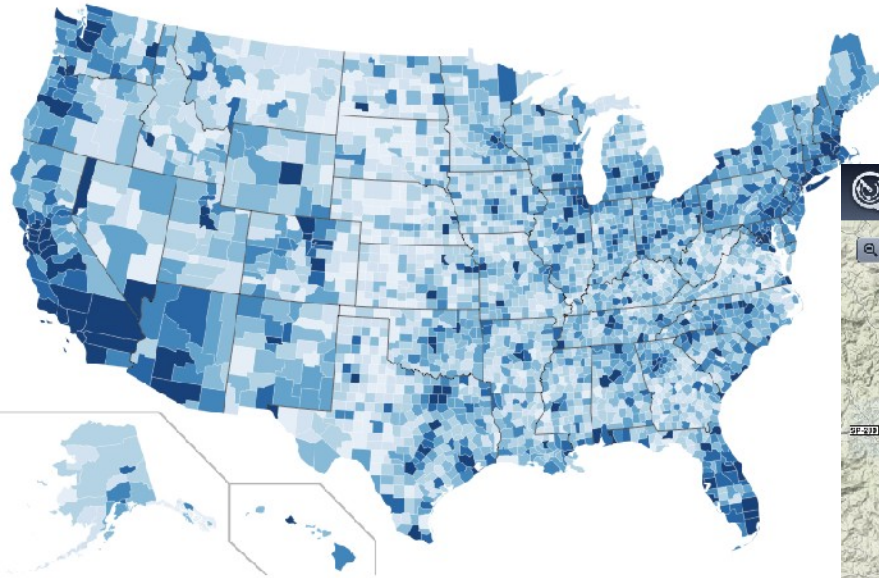
Visão Regional - Exemplo AMBEV



AMBEV - Frio Grande (Participação Nacional por Municípios)



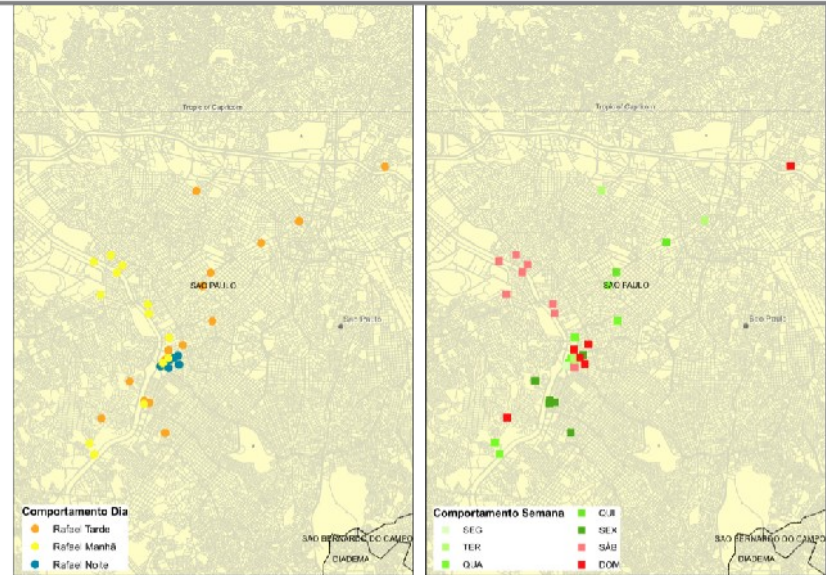
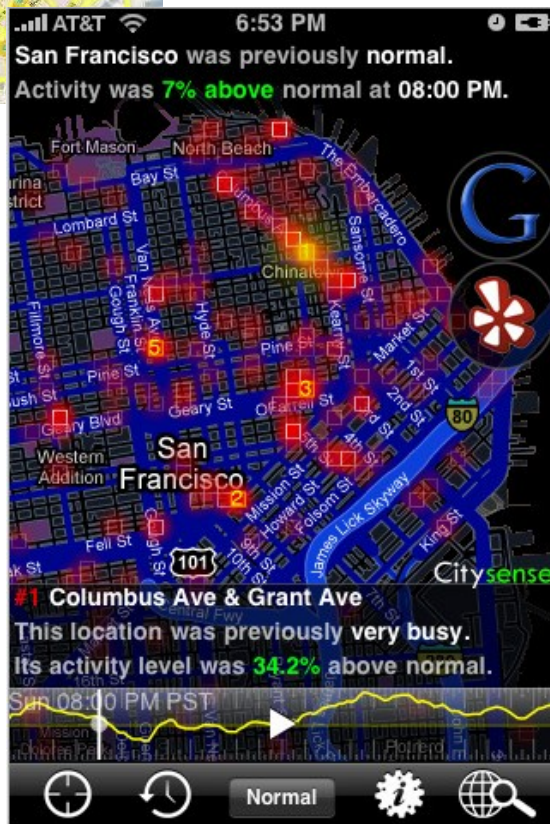
Spatial distribution of Twitter users based on a Streaming API sample:



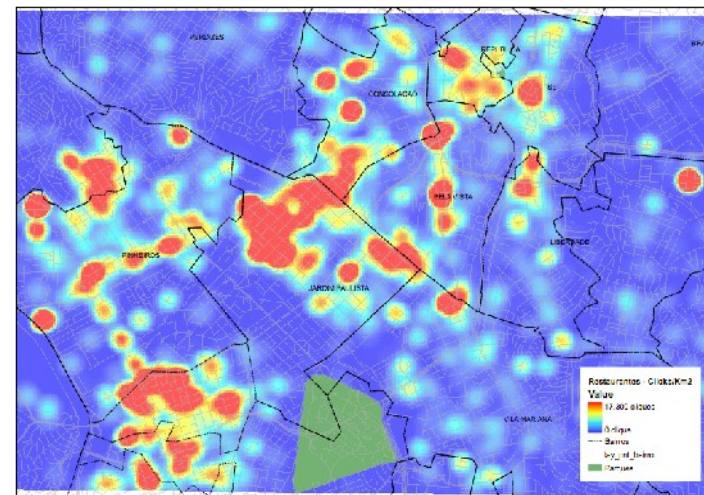
Quick links to fun places: [Berlin](#) [Boston](#) [California](#) [DC](#) [Disneyland](#) [Egypt](#) [India](#) [Las Vegas](#) [London](#) [Maui](#) [NYC](#) [Paris](#) [Rome](#) [Switzerland](#) [Sydney](#) [Tokyo](#)

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local search with real time metrics



how people move in the space, in the time
and in the weather



This Is
Where
You Are
Located



“we can make the internet work better by making it understand how we talk in the real world”



It's not about where you are ...



... it's about where you've been

apontador 2000



Apontador.com.br

Busca no Mundo Real como na Internet!

O "Apontador.com.br", ferramenta desenvolvida pela Mobiminds, possibilita ao usuário a localização de ruas, serviços ou estabelecimentos. Diferente das guias comuns fornece direções e caminhos a serem seguidos. A busca de lojas, farmácias, pontos-sociais sempre é uma pesquisa trabalhosa. Cuja são complicados e extensos. O Apontador é um serviço de apoio ao dia a dia do usuário, através de interfaces simples e práticas em versões WAP e Internet.



- Localizador** - Pesquisa por endereço e exibe os menus mais próximos.
- Categorias** - Apontador oferece uma lista de categorias de estabelecimentos que facilitam a busca.
- Bússola** - Localiza o endereço no mapa. Fornecendo uma visão geral do local onde se encontra o endereço.
- Rota a Rota** - Tudo mais simples, desde a origem até o destino, o usuário pode ver o melhor caminho a seguir, veja toda a localização em uma única tela e siga o caminho.
- Web Agenda** - A Web Agenda permite ao usuário, através de uma interface simples, visualizar a agenda de eventos.



Opções de busca de locais:

- **Endereço** - O Apontador busca pelo endereço inserido pelo usuário.
- **CHP** - Cada estabelecimento possui uma dificuldade de se digitar palavras e símbolos. É muito difícil, pois tem a ideia de logotipo, possui o CHP gravado no cartão inferior.
- **Busca da Agenda** - A Web Agenda permite fácil acesso aos endereços e locais mais interessantes e de uso frequente.

Os mapas e ruas encontradas com detalhes na Internet, sendo coloridos, são facilitados a orientação antes e durante o trajeto, fornecendo ao usuário maior precisão no caminho a ser seguido. O Apontador permite também ter o controle das rotas e mapas, fornecendo navegação pelas rotas e mapas. As rotas são otimizadas e levam em conta conexões, rotas, mão de obra, distâncias, rotas necessárias e velocidade.

WAP



Modos de busca de serviços:

- **Palavra chave** - Termo, termo, algo que leia e o local procurado. Por exemplo: farmácia, banco, chaveiro.
- **Categoria** - Localização de locais feita diretamente pelo usuário, através das classificações do Apontador.

By **MOBI MINDS**

Para mais informações, contate nos através do tel: (11) 3078-3550 ou pelo e-mail: info@mobiminds.com

apontador 2010

Faça uma avaliação **CRIATIVA DO LOCAL**

Avaliação

Vote em

CLIQUE E SAIBA MAIS >>>

NIVEA

FOR MEN

LOCAIS

CLASSIFICADOS

MAPAS E TRÂNSITO

Publique um novo local

Cadastre-se

Login

Hotéis

Restaurantes

Bares e Casas Noturnas

Teatro e Cultura

Todas as Categorias

Apontador

Tudo ao seu redor

O quê:

Onde (Cidade, UF)

São Paulo, SP

Buscar

Apontador São Paulo

Outros locais: São Paulo Rio de Janeiro Curitiba Belo Horizonte Porto Alegre Brasí Todas as cidades >

Octavio

★★★★★ 2 avaliações

Dê a sua opinião

29 visitas

Av Brigadeiro Faria Lima, 2996

Itaim Bibi, São Paulo - SP

Ver telefone Ir para o site Descrição ▾

67% recomendam, e você?

Recomendo Não Gostei

Primeira avaliação feita por:

Gustavo 92 avaliações

Envie aos seus amigos

Facebook Twitter Orkut Imprimir E-mail Denunciar

Faça avaliações e concorra a Prêmios

COFPA DO MUNDO 2010

Confira >>>

Avaliações (2)

12/05/2010

Fães, chocolates, cafés frios e quentes, frutas, sanduíches entre outros compõe o cardápio do Octávio Café. Com um ambiente aconchegante e requintado, o espaço conta com diversas opções para o café da manhã e lanches. Confira!

Essa avaliação me ajudou 1 consideraram essa avaliação útil Reportar abuso

Compartilhe essa avaliação: Twitter

Isa Eventos 11 3284-1324

Organização completa do seu evento Café da manhã Coffee Break Catering

www.isaeventos.com.br

Enviada por Conteúdo Apontador em 12/05/2010

1 de 13

Envie uma foto

Senac São Paulo.

Muitas possibilidades.

Como chegar?

Ver no Google Earth

APONTADOR RECOMENDA

Bella Paulista

Restaurantes

apontador – hyperlocal content



Thanks for Listening



www.apontador.com.br

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twitter.com/apontador

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