Social Location

Transforming Location as a Ego Digital battle

Rafael Siqueira - CTO

Apontador beta

“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

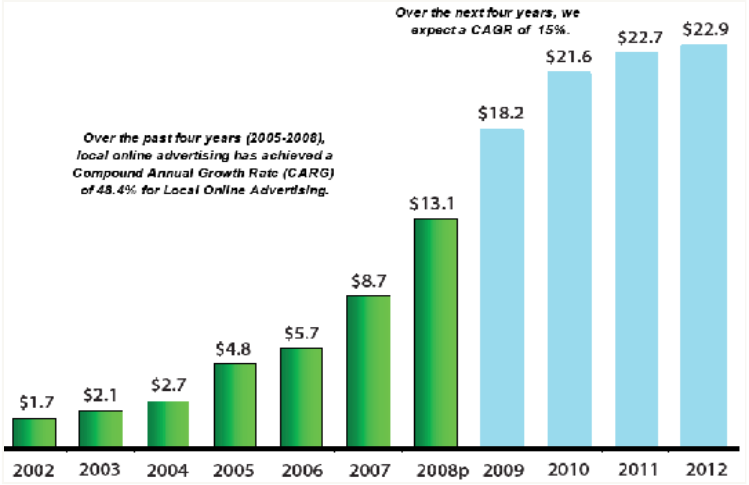
Quotes

55% of all SMSs ask "Where are you?”

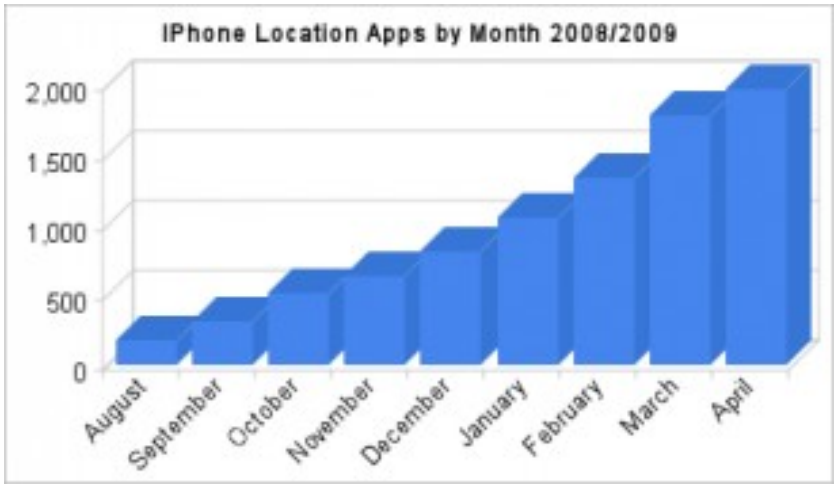
"Maps aren't just for driving directions. They are a way that humans understand their planet”

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

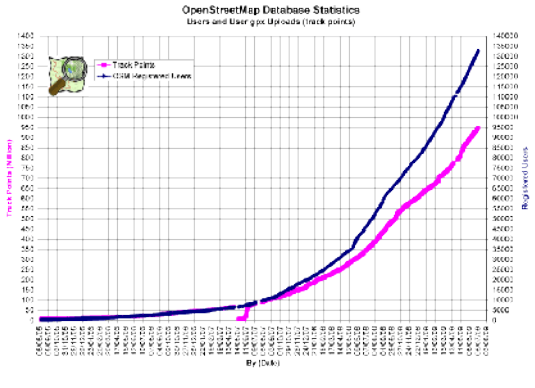
location has **taken off …**



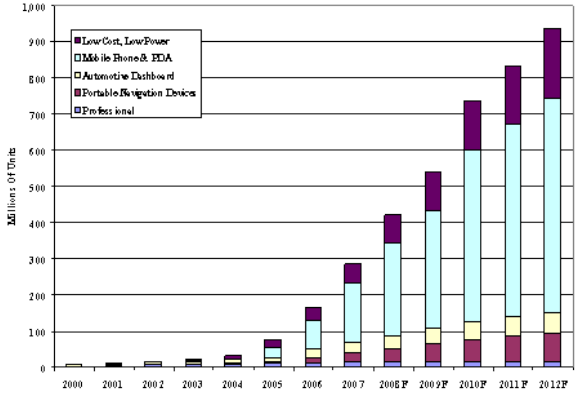
location-based online advertising



location-based iPhone apps



community mapping



location device sales

gps-enabled phones

Source: Borrell Associates, May 2008 "What Local Media Sites Earn – Annual Report."

Technology is not a problem

Cell

Compass

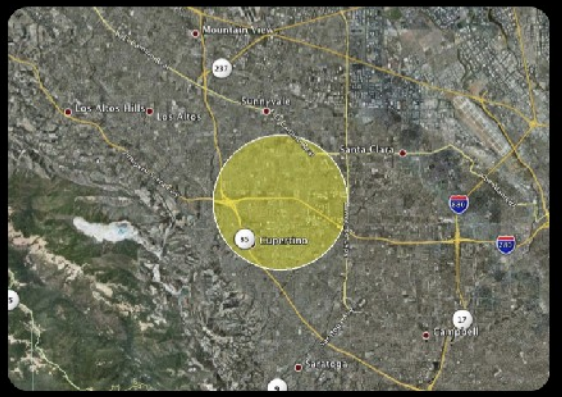
WiFi

Accelerometer

GPS

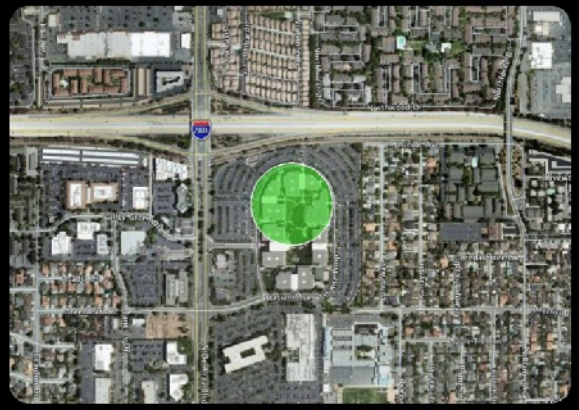
Cell

1 - 3 km



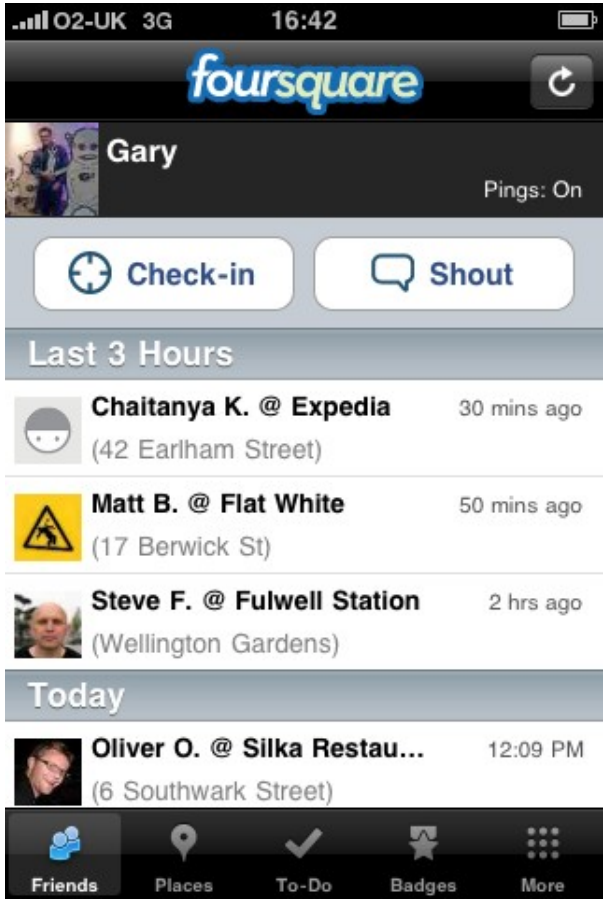
WiFi

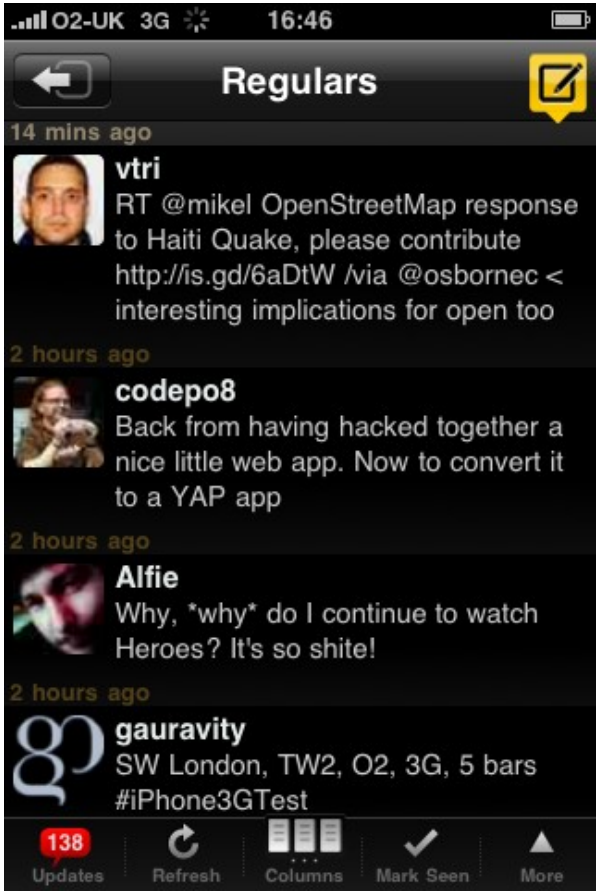
100 m



GPS

< 40 m

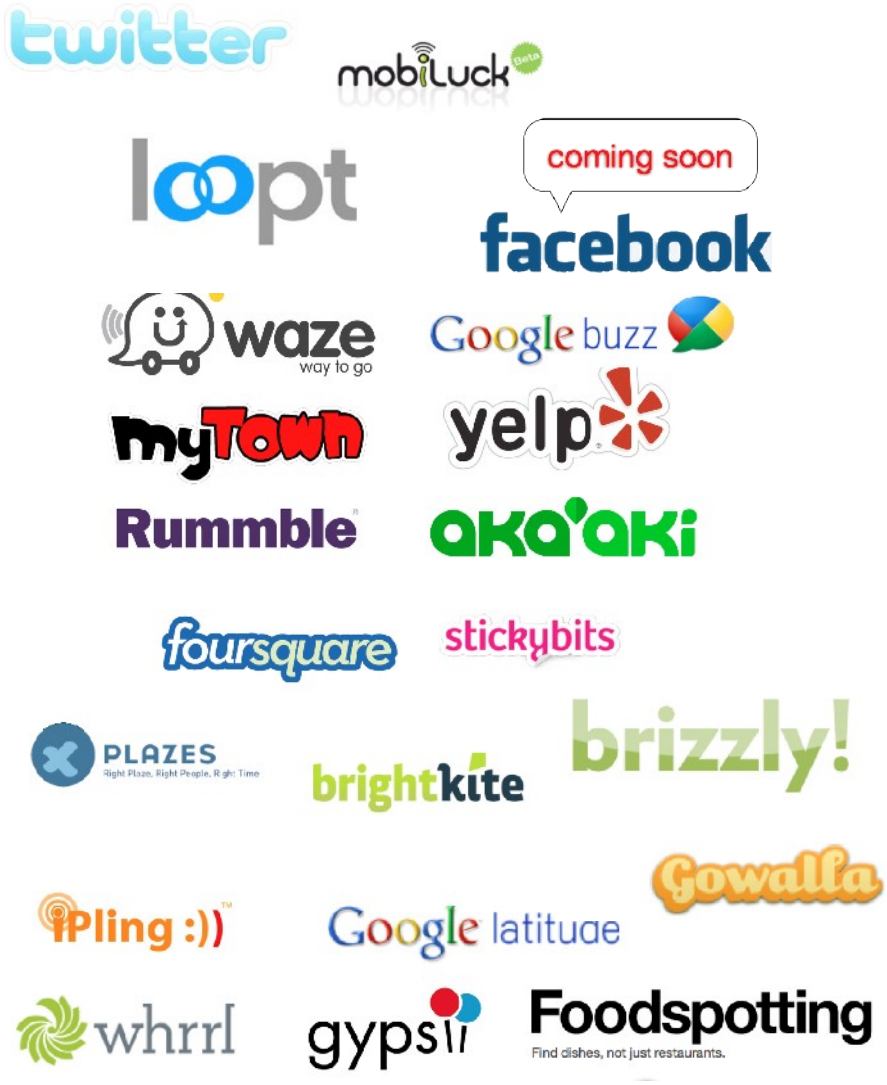




connecting people, locals and informations **around you**

Gas Price
Traffic
Movies
Real Estate
Apontador
Location Based Service
LBS Local
Movement Intelligence

Social Location



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

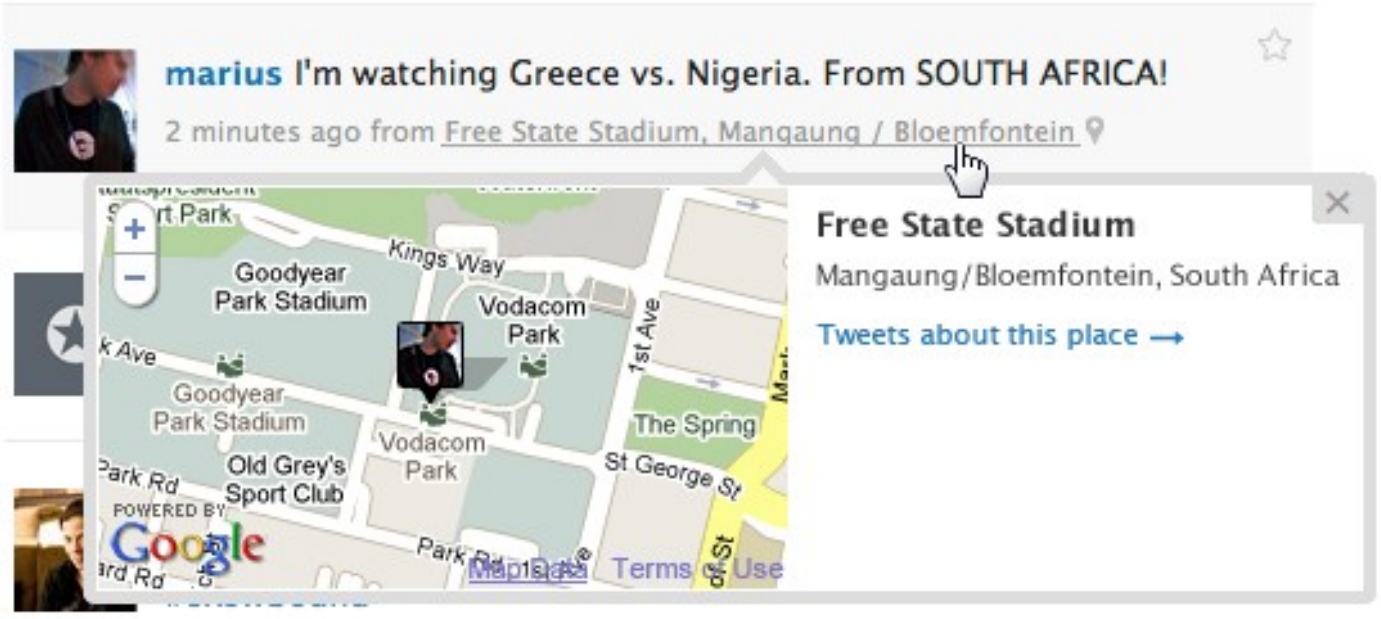
what are you doing right now?

twitter facebook

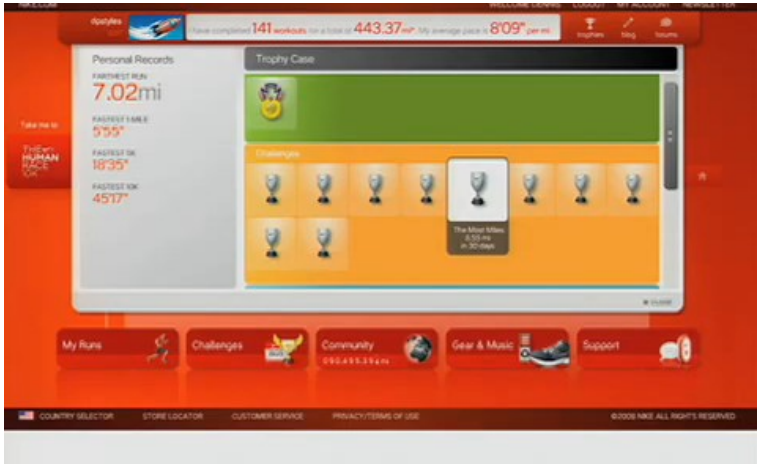
where are you? can I join?

foursquare Gowalla

twitter places



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

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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

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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

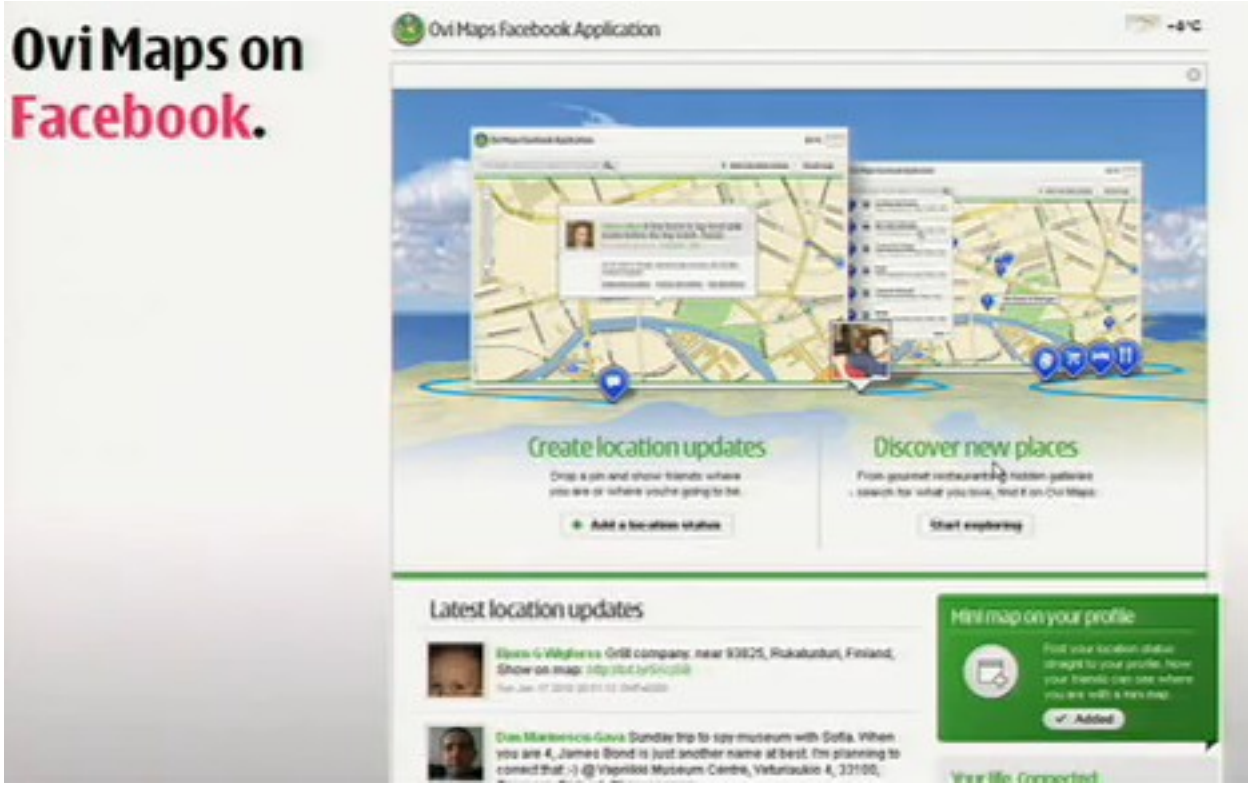
April 19, 2010 | 1:43 pm

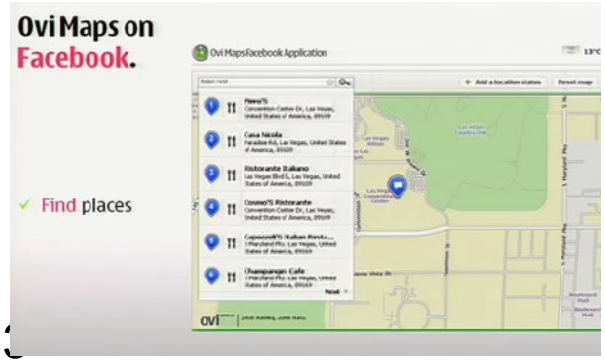
sunrise

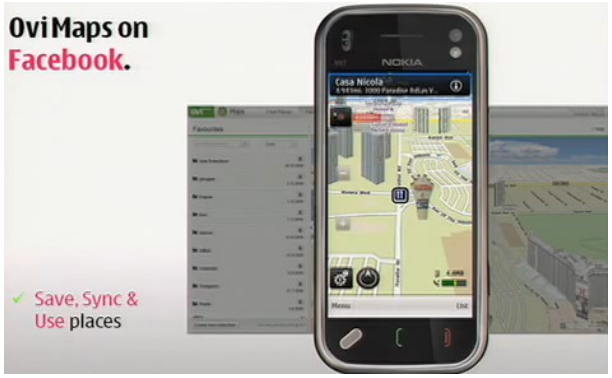
HOME | VIDEO | FACTSHEETS | SOAPBOX | ENTERTAINMENT | WEEKEND SUNRISE | RECIPES | TEAM | CONTACT US

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

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**

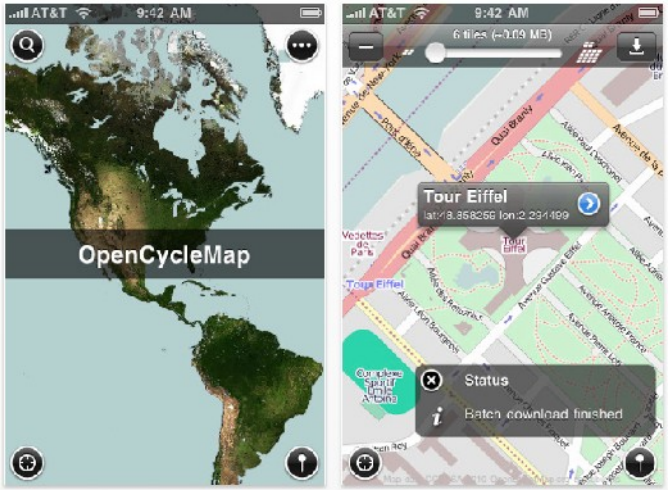
Is There an alternative

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

A collaborative mapping project

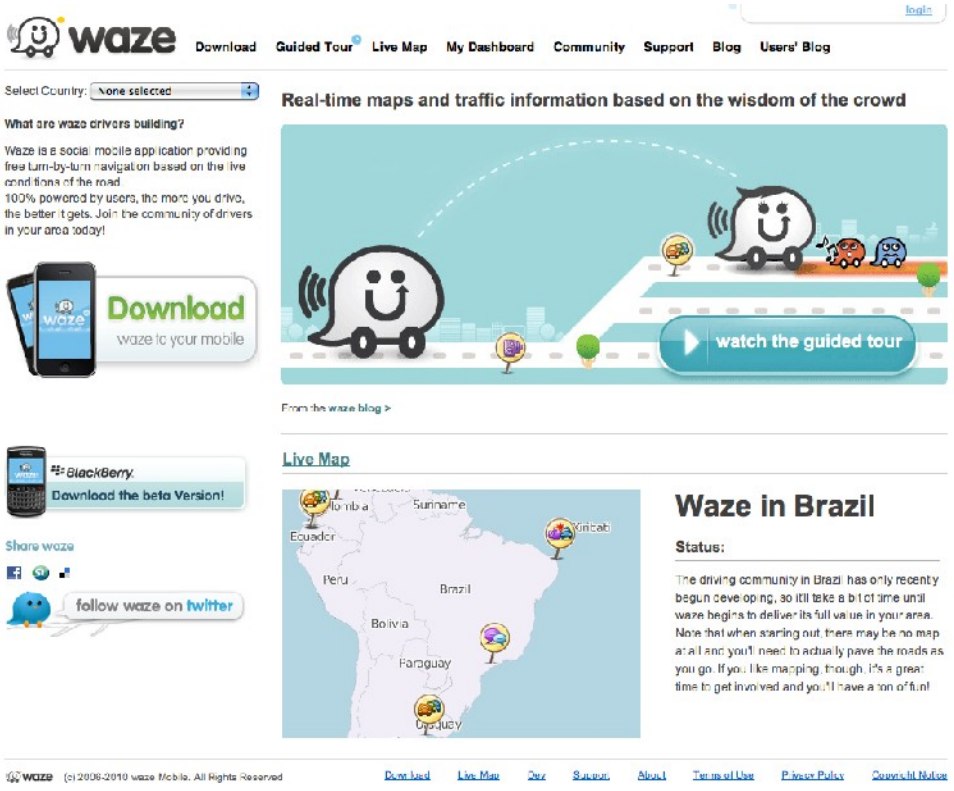
Relies on manual editing of maps

“ Free Wiki World Map”



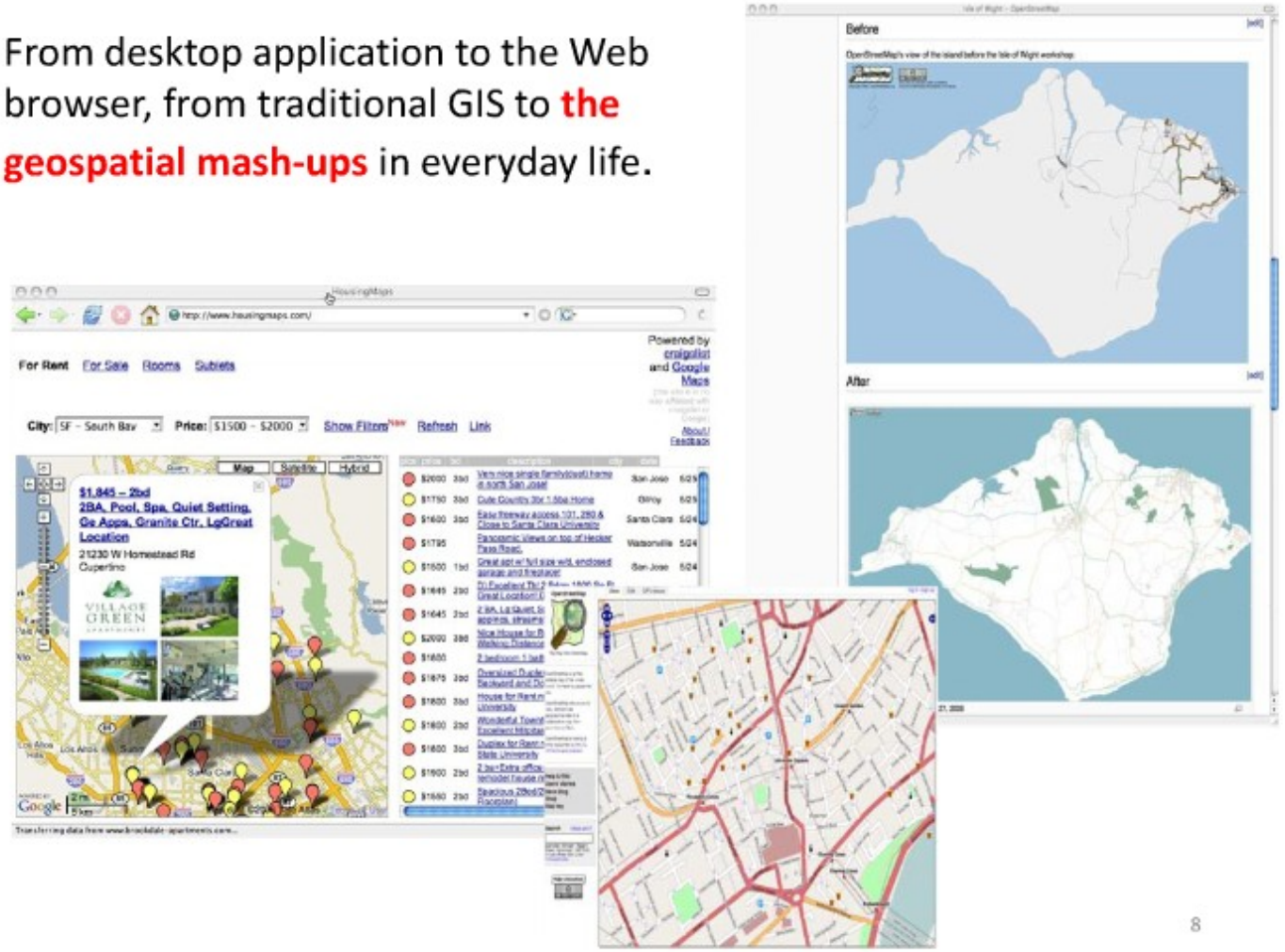
Waze

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

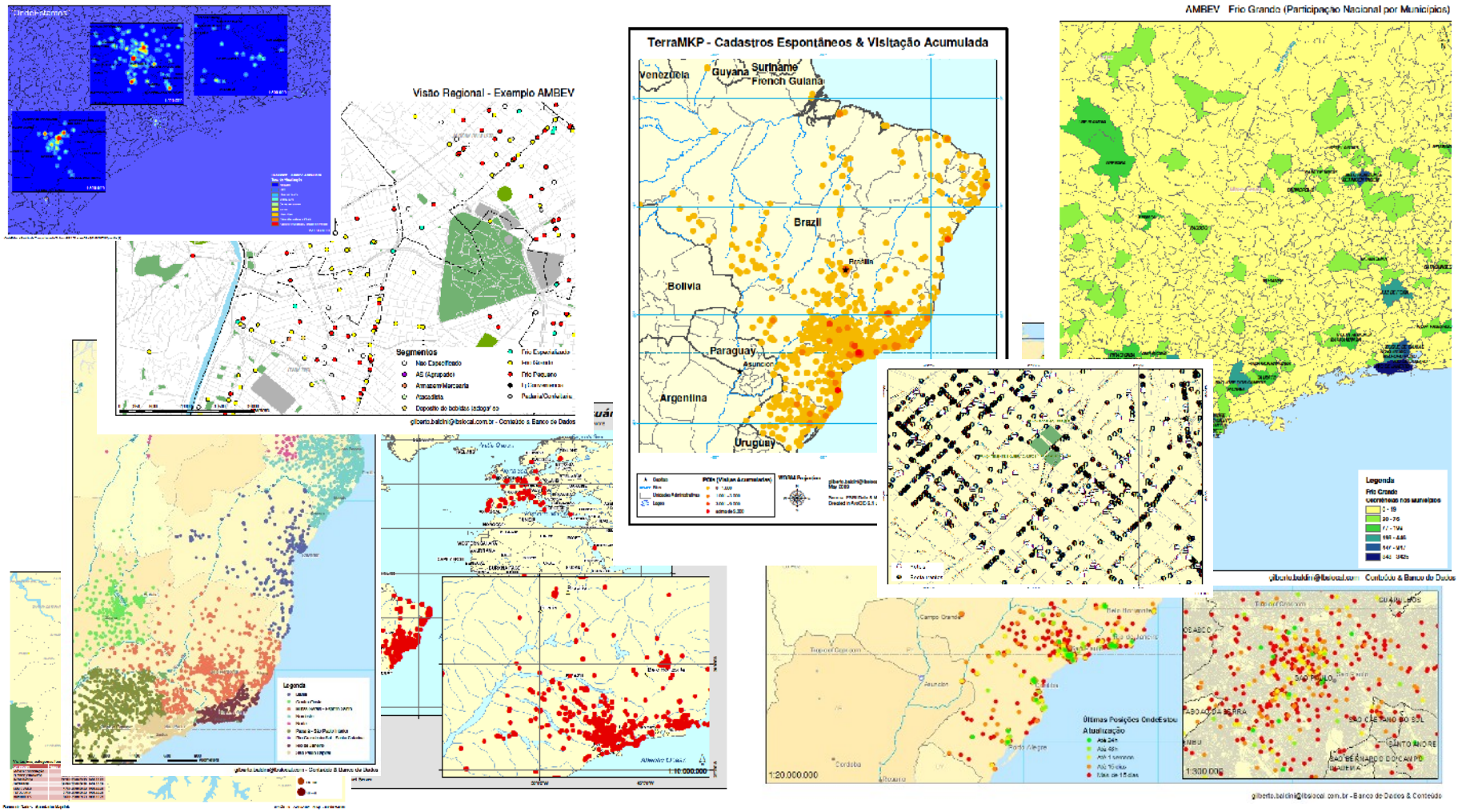


Collaborative Mash-ups

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

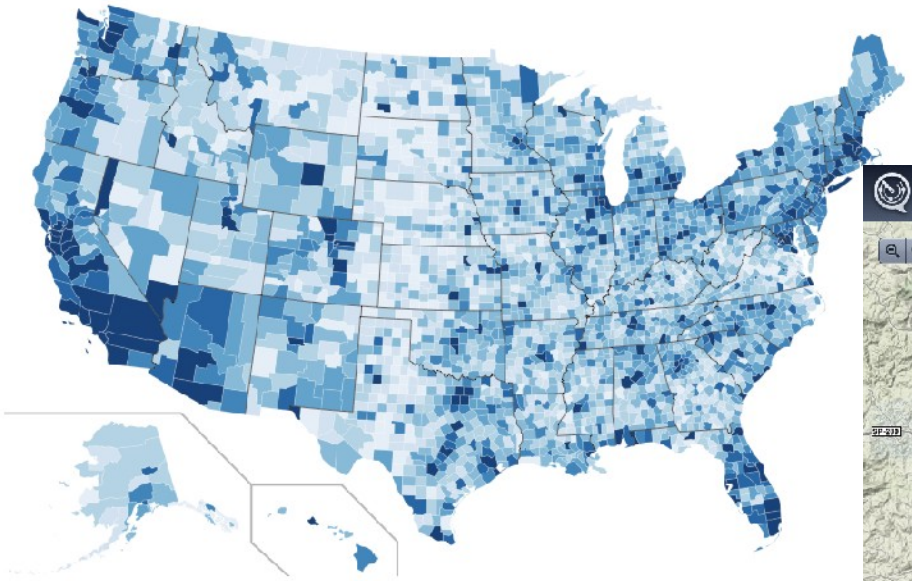


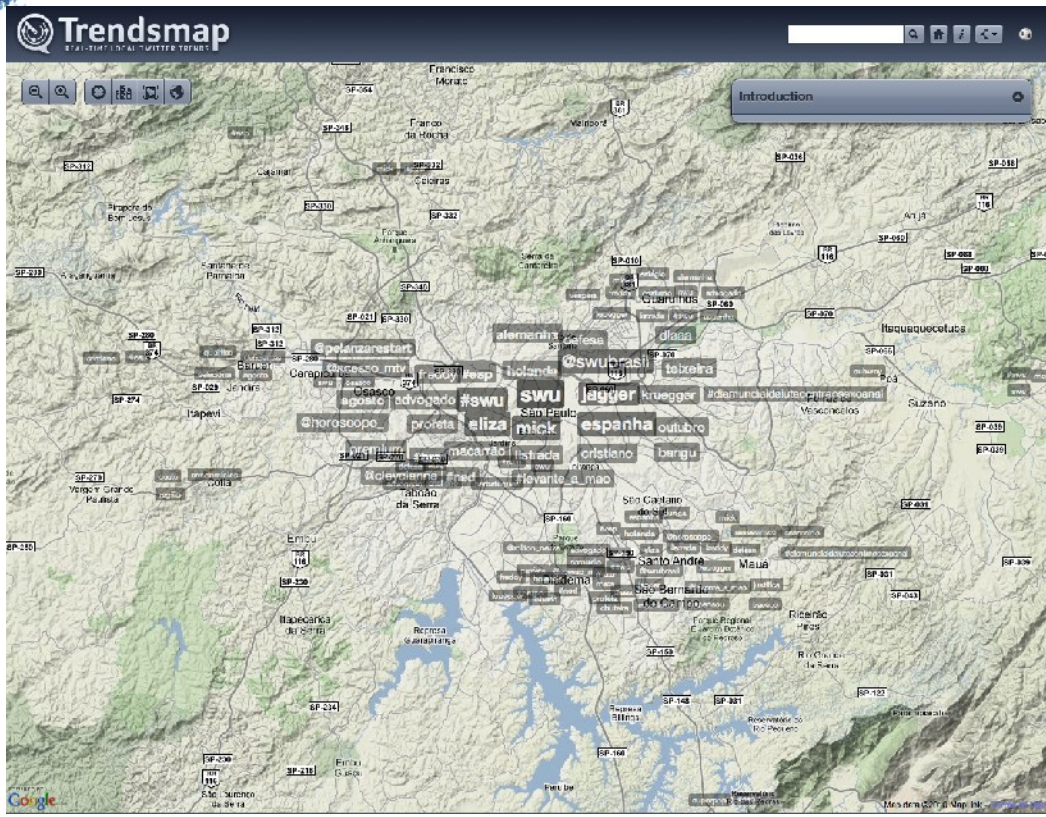
behavior target



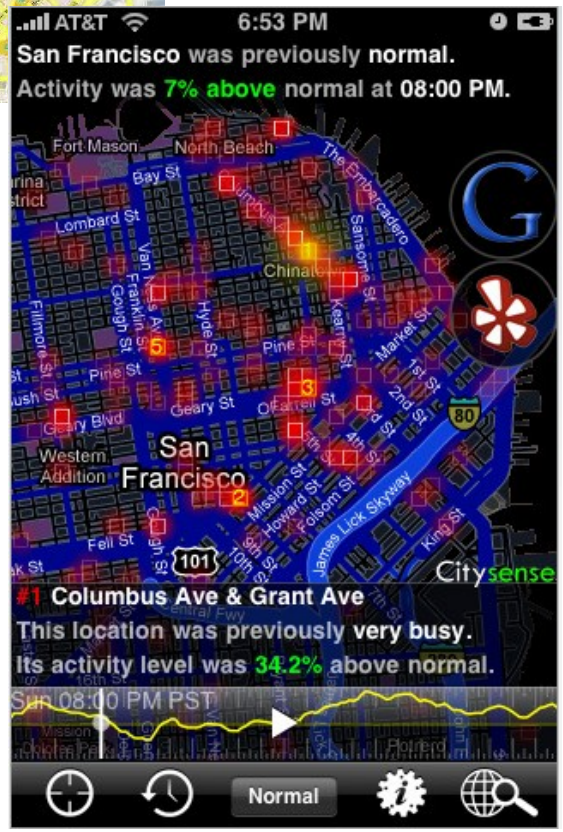
Trending Maps

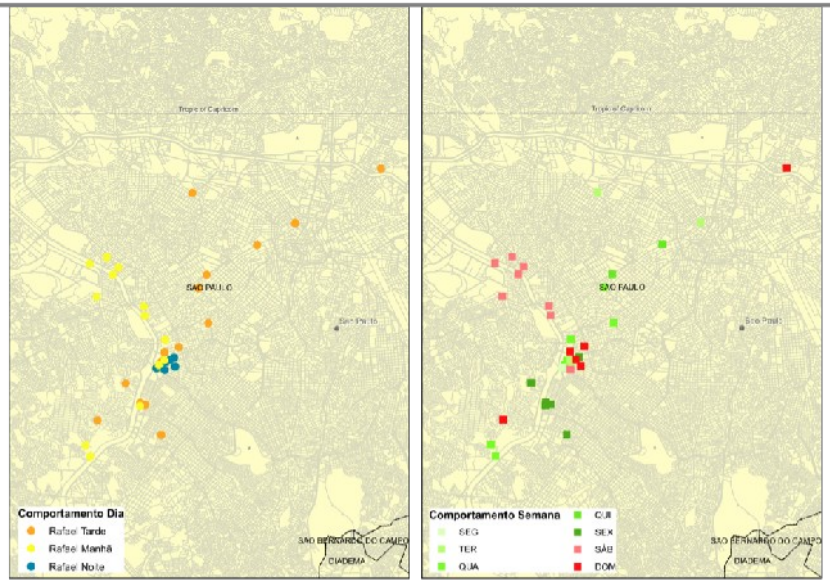
Spatial distribution of Twitter users based on a Streaming API sample:



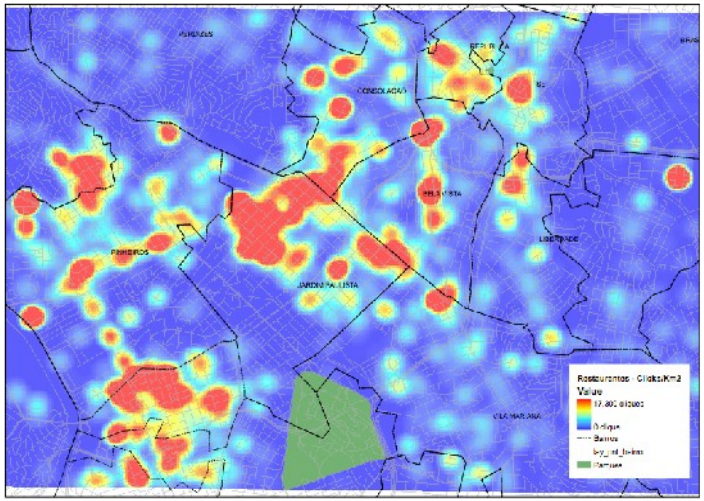


local search with real time metrics





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



thoughts

Ian on Flickr : http://www.flickr.com/photos/ianaberle/4185095125/

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

Billy V on Flickr : http://www.flickr.com/photos/billyv/352560572/

It's not about **where you are …**

Alwaysordinary on Flickr : http://www.flickr.com/photos/sempre_ordinario/3492703820/

… it's about where you've been

Jrusbatch on Flickr : http://www.flickr.com/photos/jrusbatch/3626348821/

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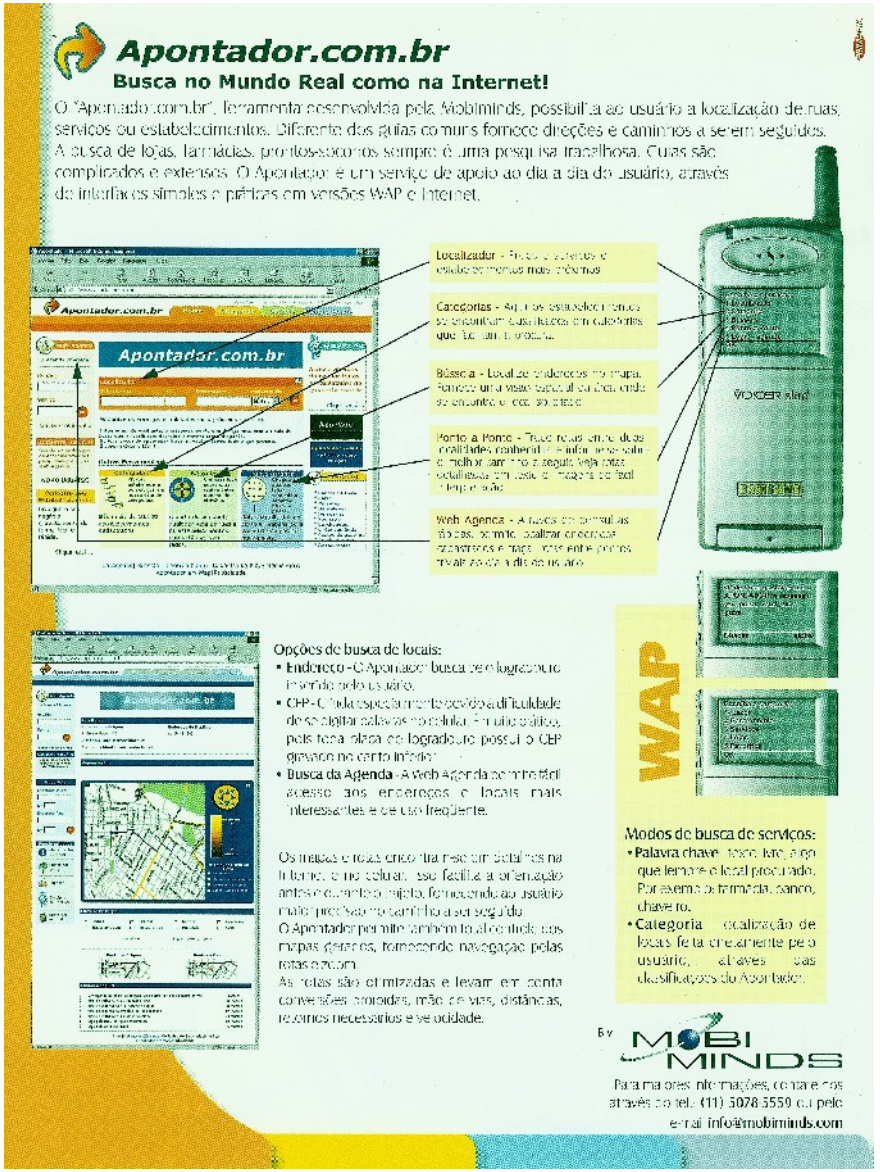

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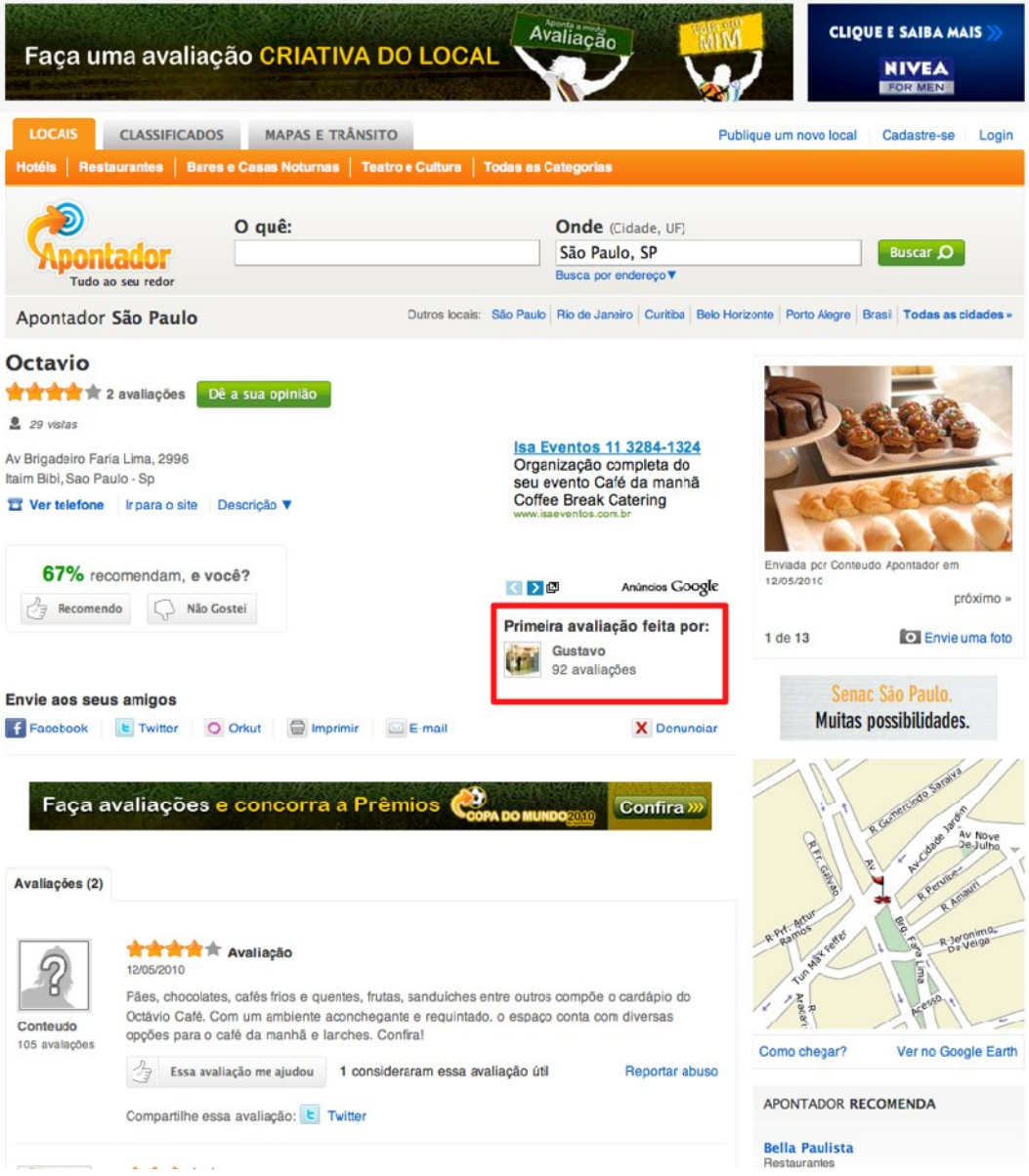

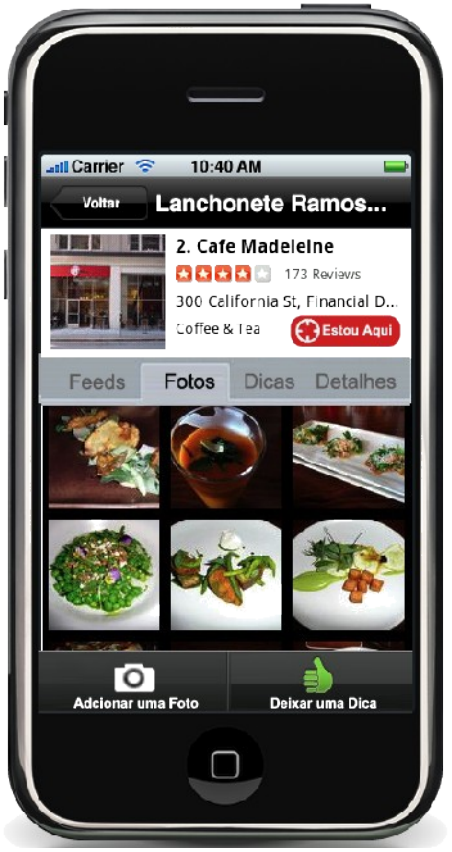

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Thanks for Listening

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