

Location Based Services

WINBC

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Three key elements

As your mobile phone is always with you, location is the main advantage over other forms of CE

Location based information is a key future enabler

Mobile phones are becoming Multimedia computers

What do consumers want?

Consumer Expectations are set by the web.... And much of this is free

By Looking at adjacent industries we know they want:

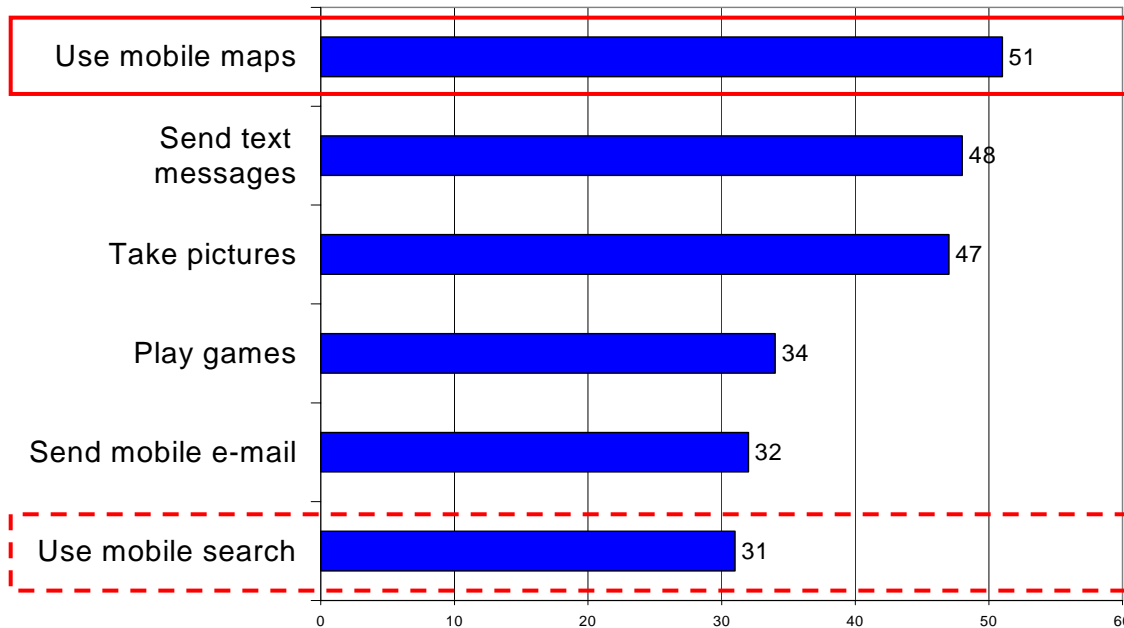
Mapping → Google

Navigation & Routing → Explosion in PNDs

Local Search → Local Players

Research suggests the same thing: Consumers want Mapping, Routing, Navigation, City Guides & Mobile Search

Percentage of people willing to do with their mobile device



Source:
PEW/Internet, Associated press, AOL:
Cell phone use, April 2006

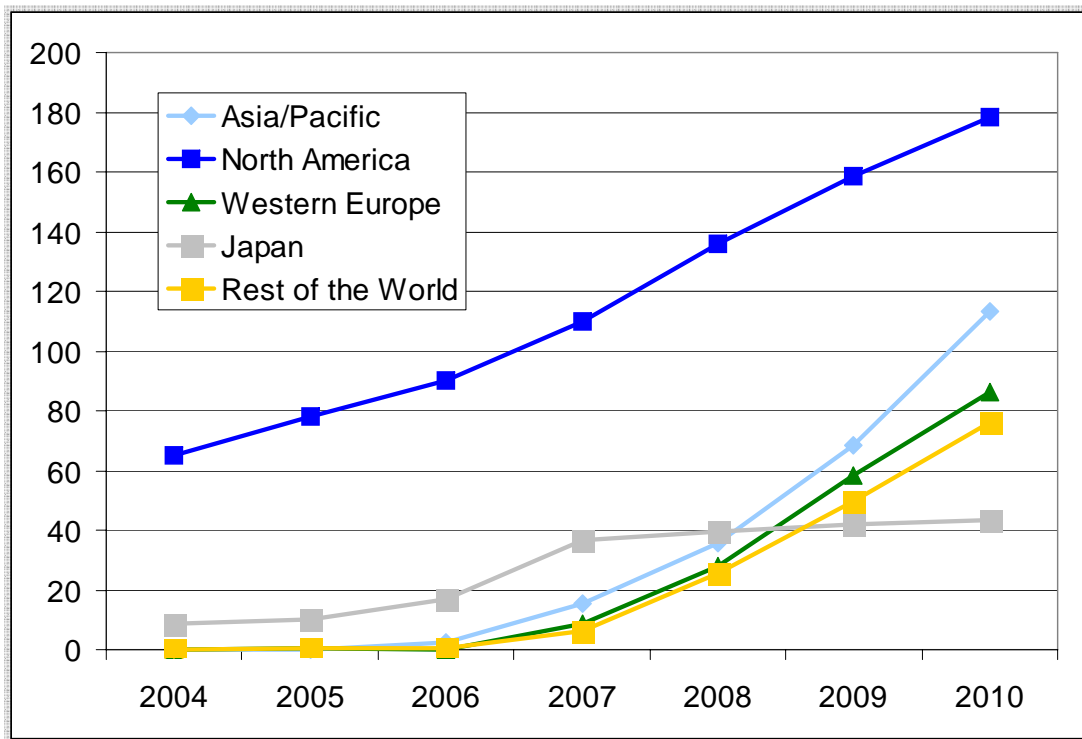
Service importance by number of potential users

Service	Order
Mobile city guide (restaurants, shops, etc)	1.
Turn by turn driving directions (~navigation)	2.
Pedestrian directions (~navigation)	3.
Local traffic updates	4.
Street maps / mobile mapping	5.
Child tracking	6.
Friend finder / social network building	7.
Location enabled dating/ Mobile Matchmaking/date finder	8.
Location based games	9.

Source:
Strategy Analytics, June 2005:
Forecast for years 2005- 2010 in US

Market Outlook: Huge Potential for Location Based Services

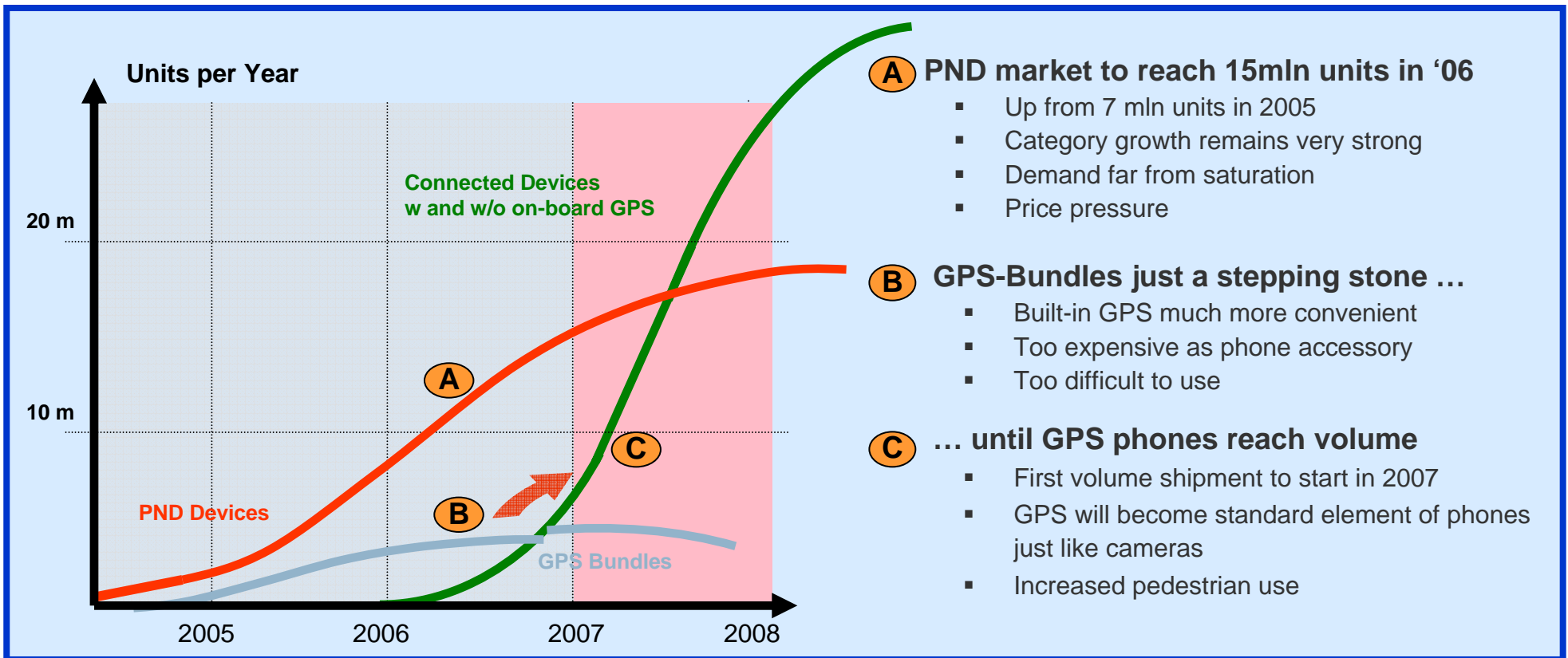
Area sales forecast for mobiles devices with (A)GPS



Integrated GPS in ~30% of handset sales by 2010



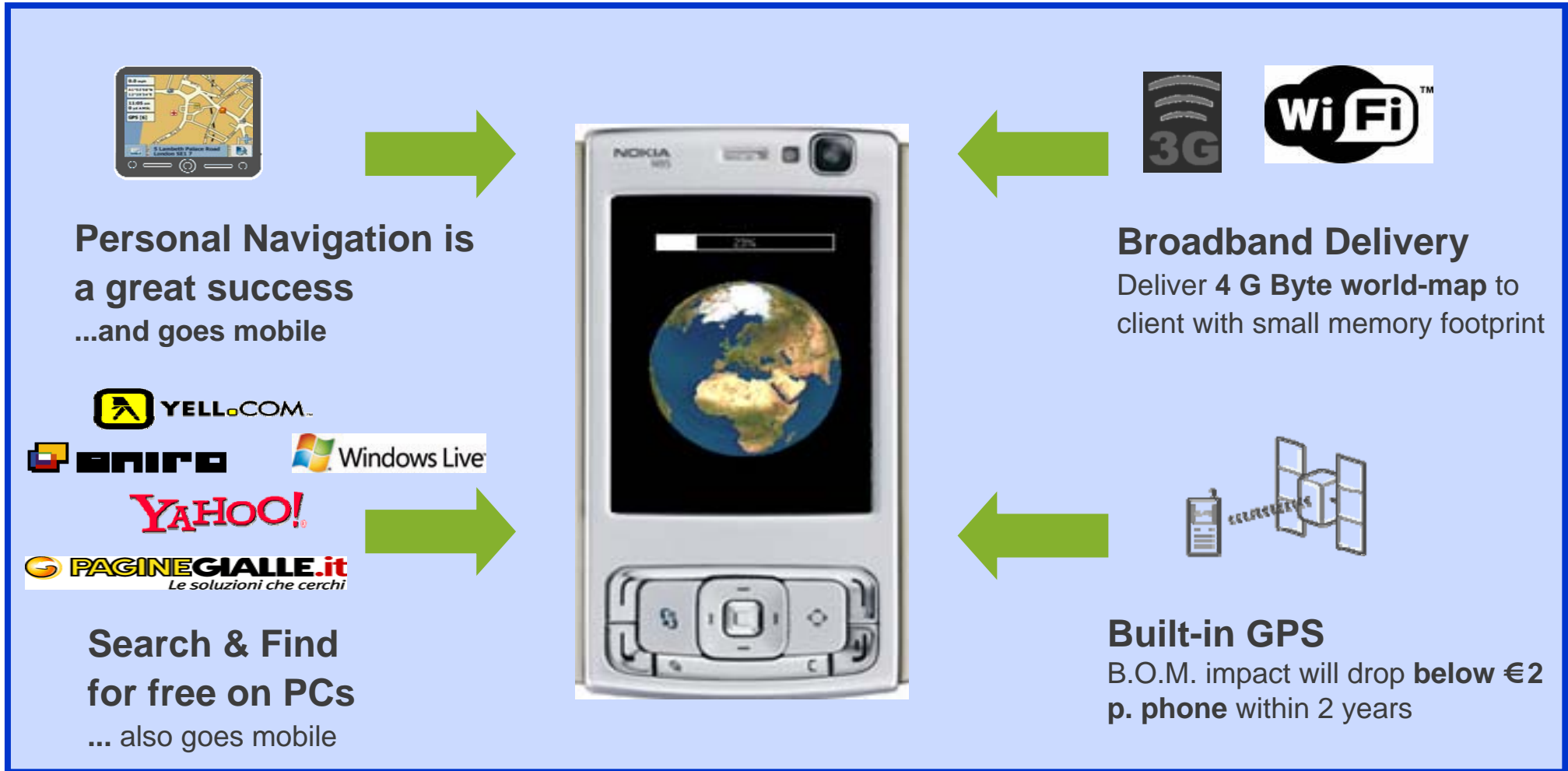
GPS Phones to Drive a Significant Disruption in the Market



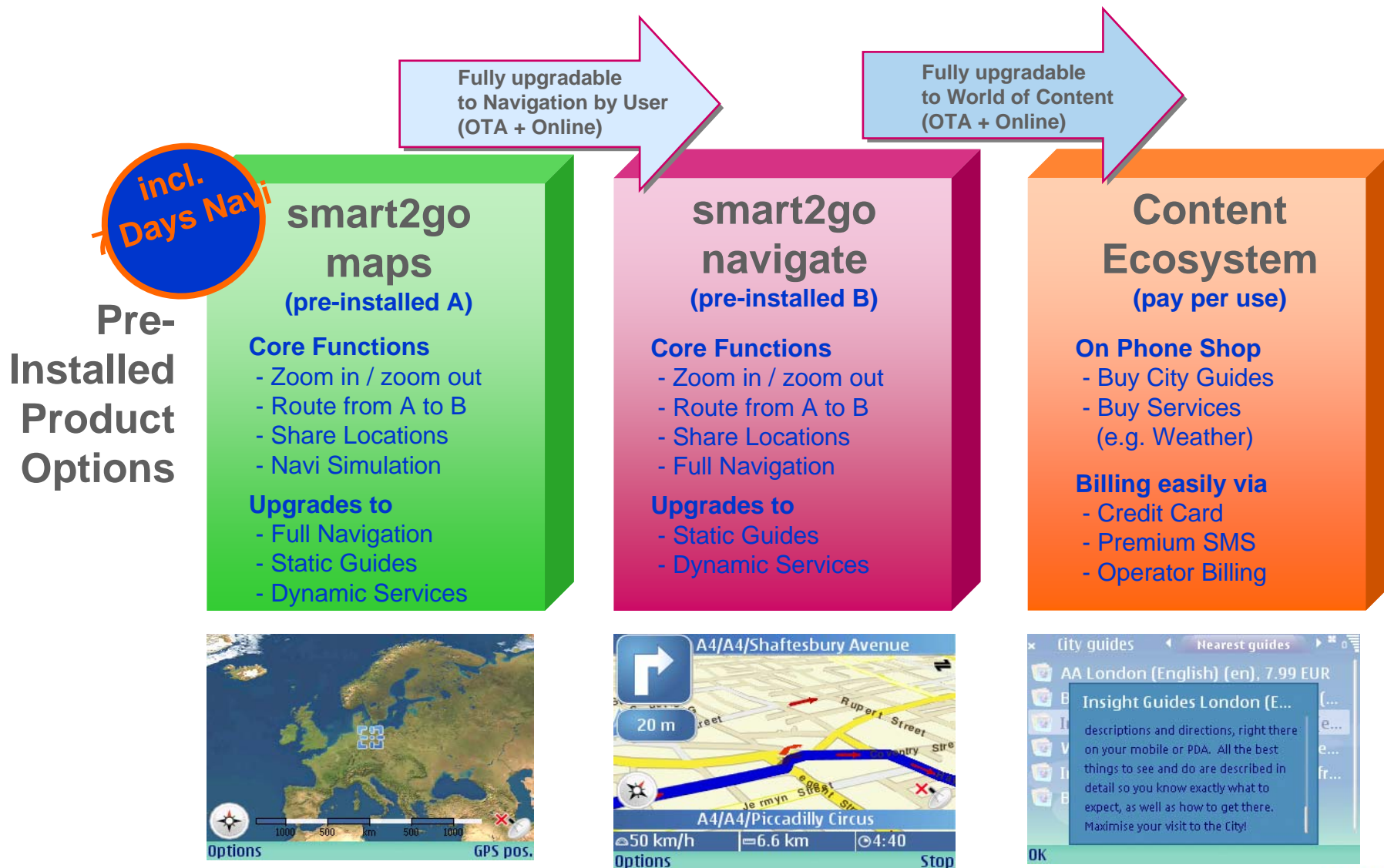
Yearly volume of GPS-enabled devices will grow 30x over coming 5 years ...

- ... while total revenues from associated services will grow 5x

Maps, Navigation & Local Search to be the early winners



Smart2go Core Offer – How Does it Work



A powerful local search tool

Local Search Partners

YAHOO! search

Windows Live

FONECTA

SUCHENode

BAIRO

YellowPages.ca

pages jaunes

FINDEXA

Baidu 百度

DasÖrtliche.

PAGINEGIALLE.it
Le soluzioni che cerchi

DE
GULE
SIDER

PaginasAmarillas.es

YELL.COM

Global Mapping



Biggest Mobile Challenges for LBS

Battery consumption

High data rates – lack of flat rate pricing

Usability – Screen size and limited “real-estate”

Business Models – many players and complexities

Opportunities

Mapping & Navigation

Innovation on top of platform – Mash-ups

Social networking aspects of Location – Friend Finder

Mobile Advertising

We Are Creating ...



Today: **800 million people globally use a Nokia device daily.**

Soon: Many will use maps and some will use navigation.

But most importantly: many will know how useful location based experiences are

Thank You