



Mobio Networks Location Matters

July 2007

About Mobio



Mission

To make mobile apps & widgets that are fun, simple, and useful enough to merit everyday use on popular mobile phones

Company

Founded in Menlo Park, California in 2005; raised \$9M from investors including InterWest Partners and Storm Ventures

Technology

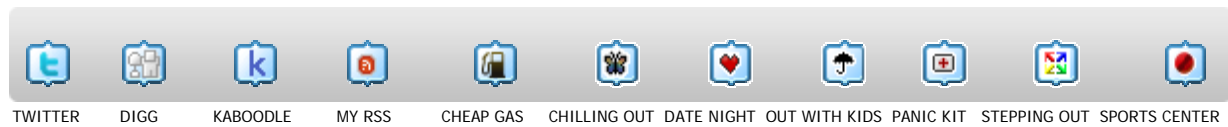
Leverage web services and service-oriented architecture to deliver only the "tasty bits" of the web



Apps & Widgets

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- All location aware
LBS designed in to our platform from the get go



Recognized early



- LBS has some fundamental limitations

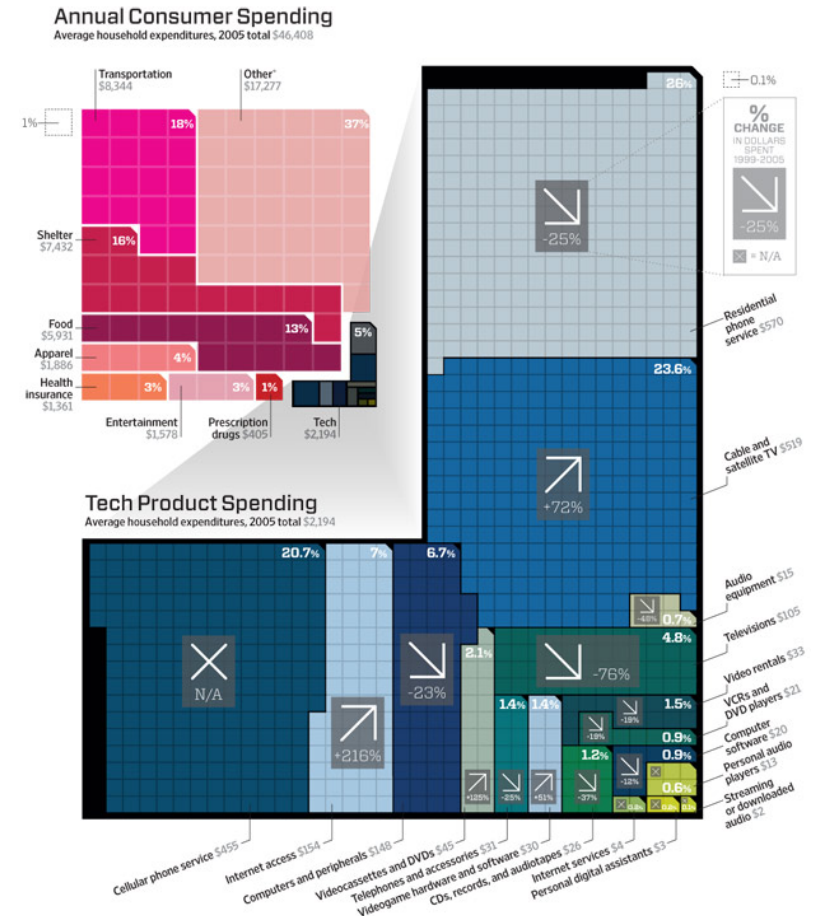
- Where you are right now may have little relevance depending on the use case
- Fails to locate people at close distance to one another
 - Eg. In building, in campus
- Do you really want to broadcast your location all the time to everyone?
 - Your boss
 - Your spouse
- Costly - at least in the US - all LBS start at \$5/month per user
- GPS in "always on" mode a dramatic impact on battery life

Cost



- In the US at least, cost is an issue

- Average household spends \$455 per year on cellular phone service
- \$60/increase per year from LBS based services ...
- 13% increase in cost!



Source:Wired Aug 07

*Includes personal care products, education, taxes, and gifts

Mobio Solution



- Give the users more choices
 - User powered - user sets location-based tags that represent the locations of places they frequent or are going
 - Locations represent shared context across all of our mobile apps & widgets
 - Users can move up to true LBS when they're ready as a paid application
 - Enable tags & LBS to play nicely together for maximum utility to the user
 - User specified granularity
 - User not beholden to GPS or A-GPS accuracy and battery life issues when GPS is turned on

Power of this Approach

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- Tags
 - Can be used in building, in campus settings where LBS falls down
 - Can be used for future-oriented use cases where LBS falls down
 - Give users a FREE on-ramp to LBS-type services
- LBS
 - Added convenience ... automatic update of your own location tag



Questions?



For more information

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