

# Good Location *matters*

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VP Business Development  
Skyhook Wireless



# About Skyhook Wireless

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- Founded in 2003, headquartered in Boston
- Customers / Partners
  - Device Makers
  - App Developers
  - Chipsets
  - Websites



# How does it work?

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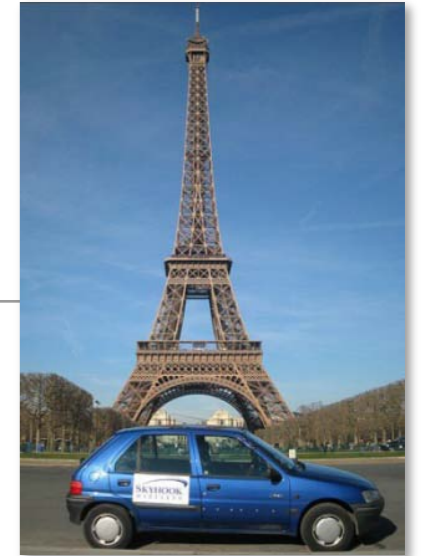
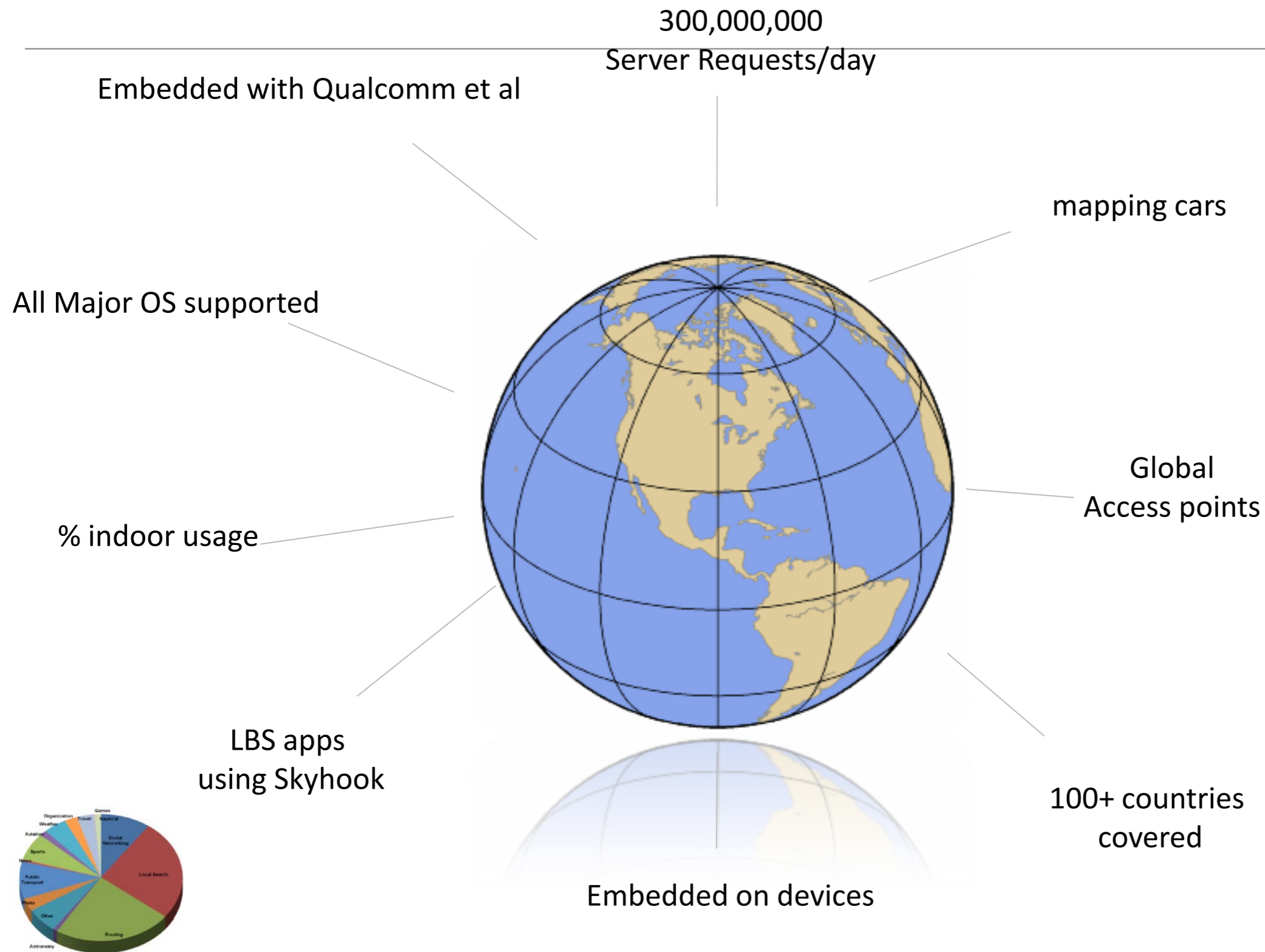


*We drive.*

# San Francisco



# Skyhook at a glance



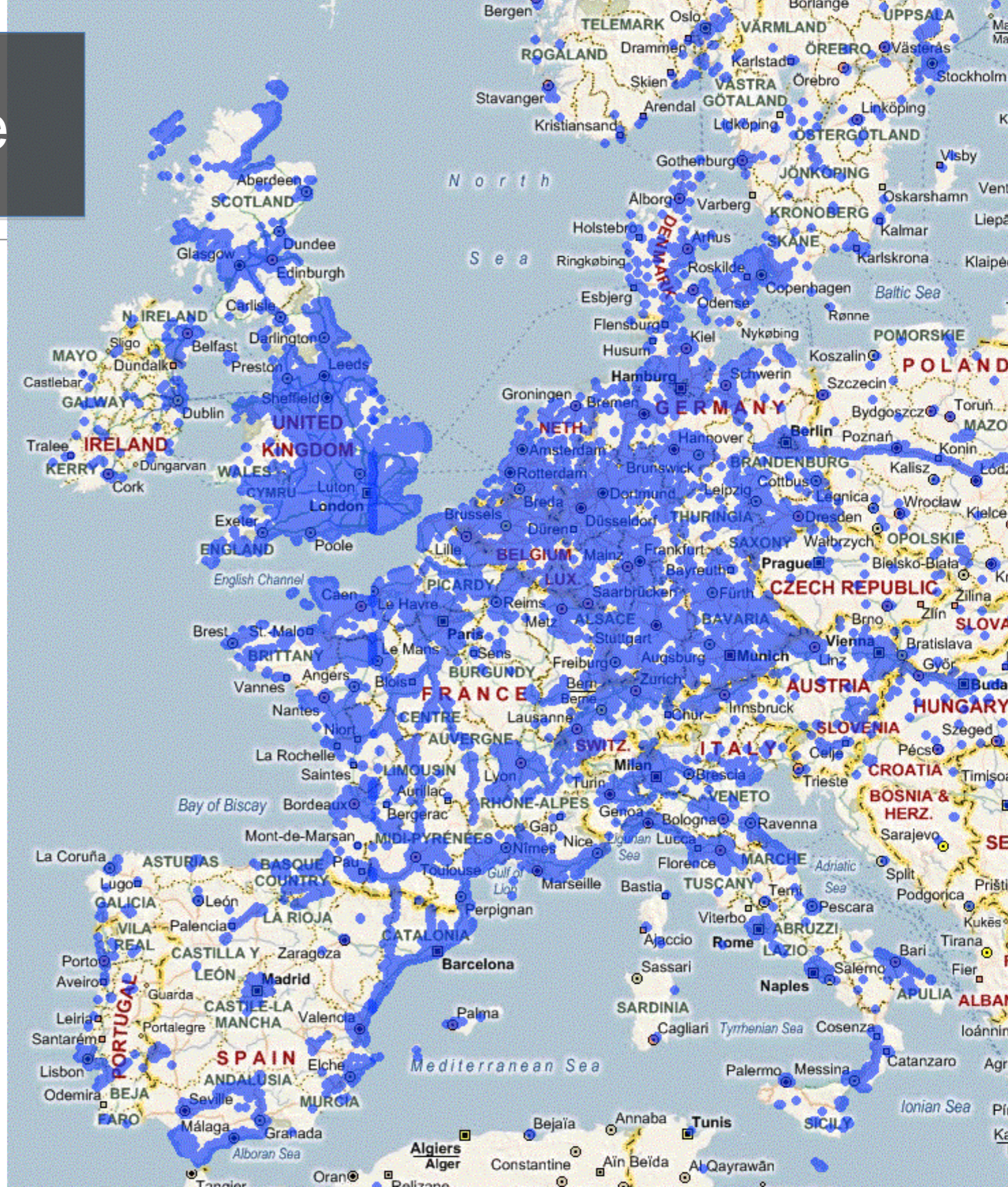
# XPS Hybrid Positioning System

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- XPS Combines Wi-Fi, Cell ID and GPS
- Core Technology: Wi-Fi Positioning System
- Fast: Location results in under 1 second
- Accurate: 10-20 meter accuracy
- Compliments traditional positioning tech
  - Works best where GPS performs worst (indoors, urban areas)

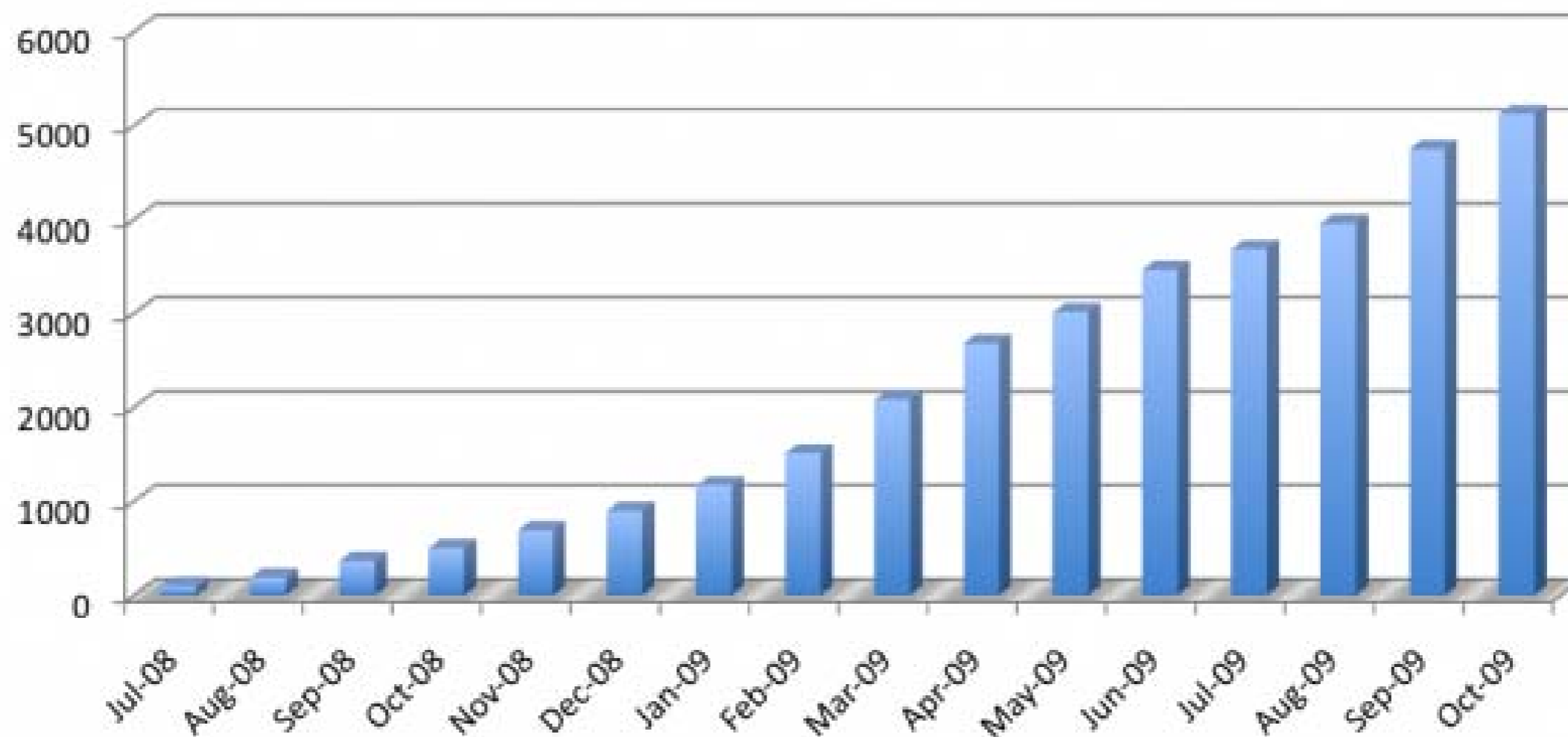
# Europe Coverage

- 135m+ worldwide Wi-Fi APs
- 1M+ cell towers
- 70% population coverage



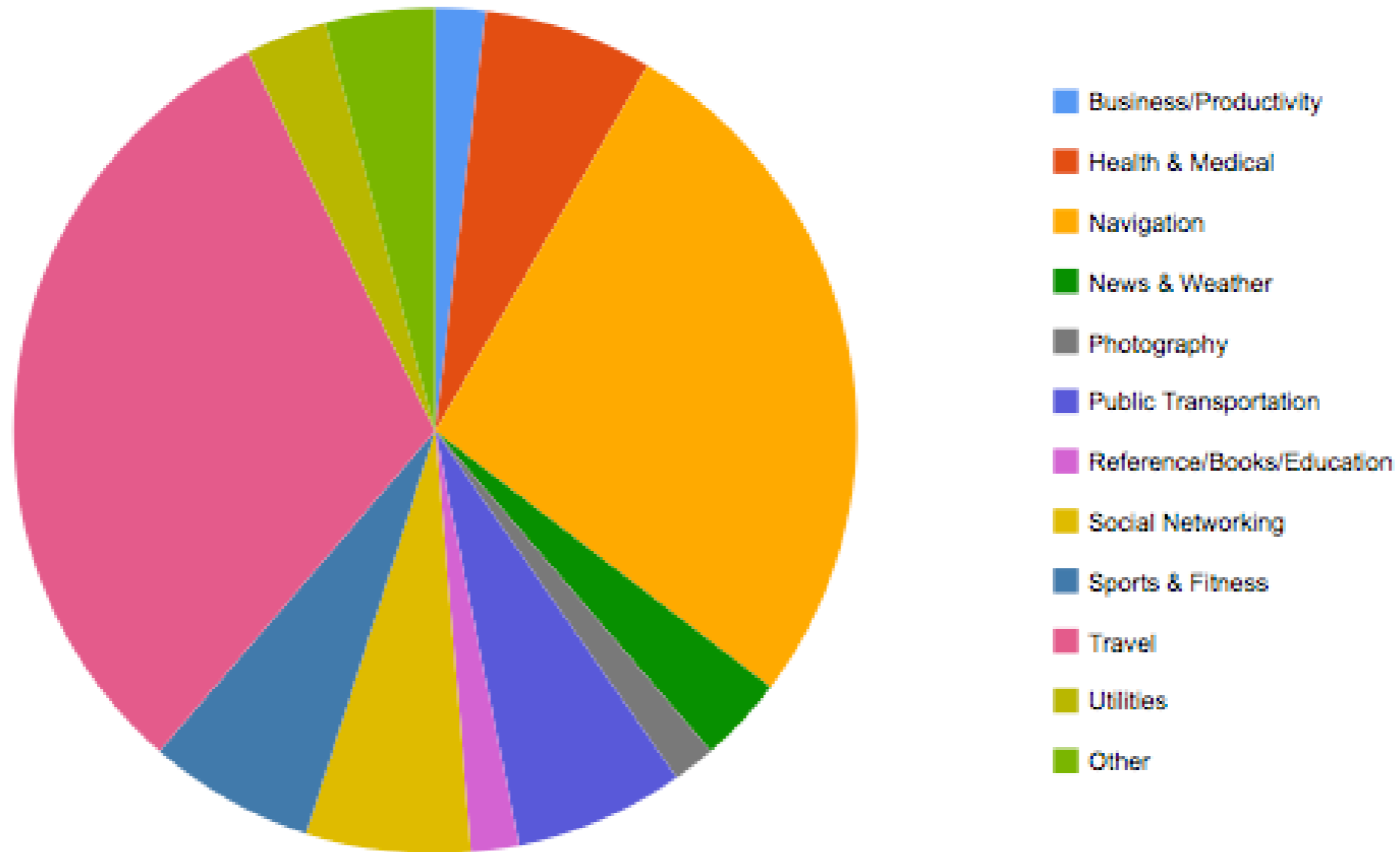
## Location Apps Market

Includes iPhone App Store, Android Market, Ovi Store, Palm App Catalog & Blackberry App World



# Location app traffic

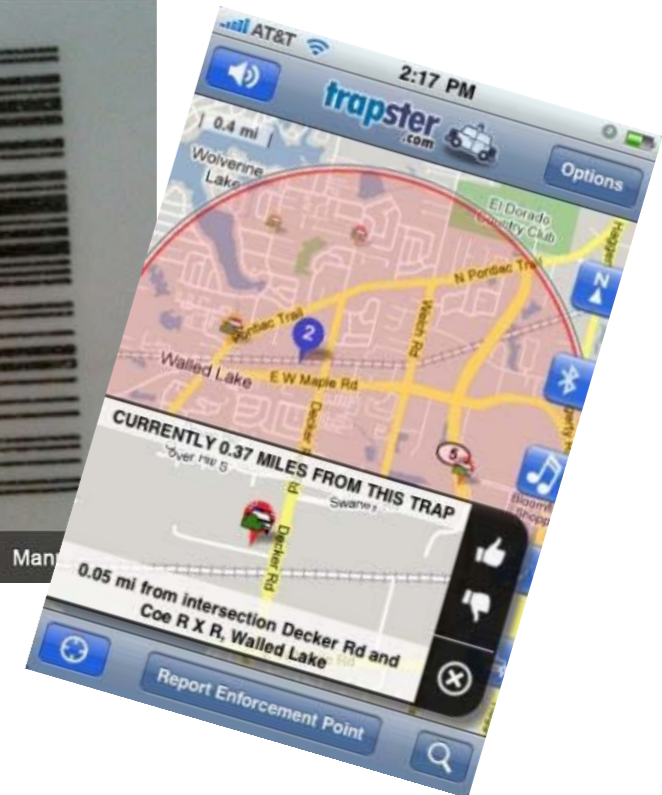
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# Skyhook Developer's Program

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- Supports all major platforms
- Business Model
  - Ad Rev Share or Licensing Fee
- Android
  - 20 apps incl. ShopSavvy, Sherpa, Locale, Aloqa
- Symbian
  - Trapster, I Parked Here
- Desktop
  - GadgetTrak, Orbicule



# Maps Booster

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- Location performance on S60
  - Slow, inaccurate
- Leads to frustrated consumers
- Maps Booster makes location work better on all location-aware S60 apps
  - Nokia Maps, Google Maps, I Parked Here

## Maps Booster Available Now In The Ovi Store

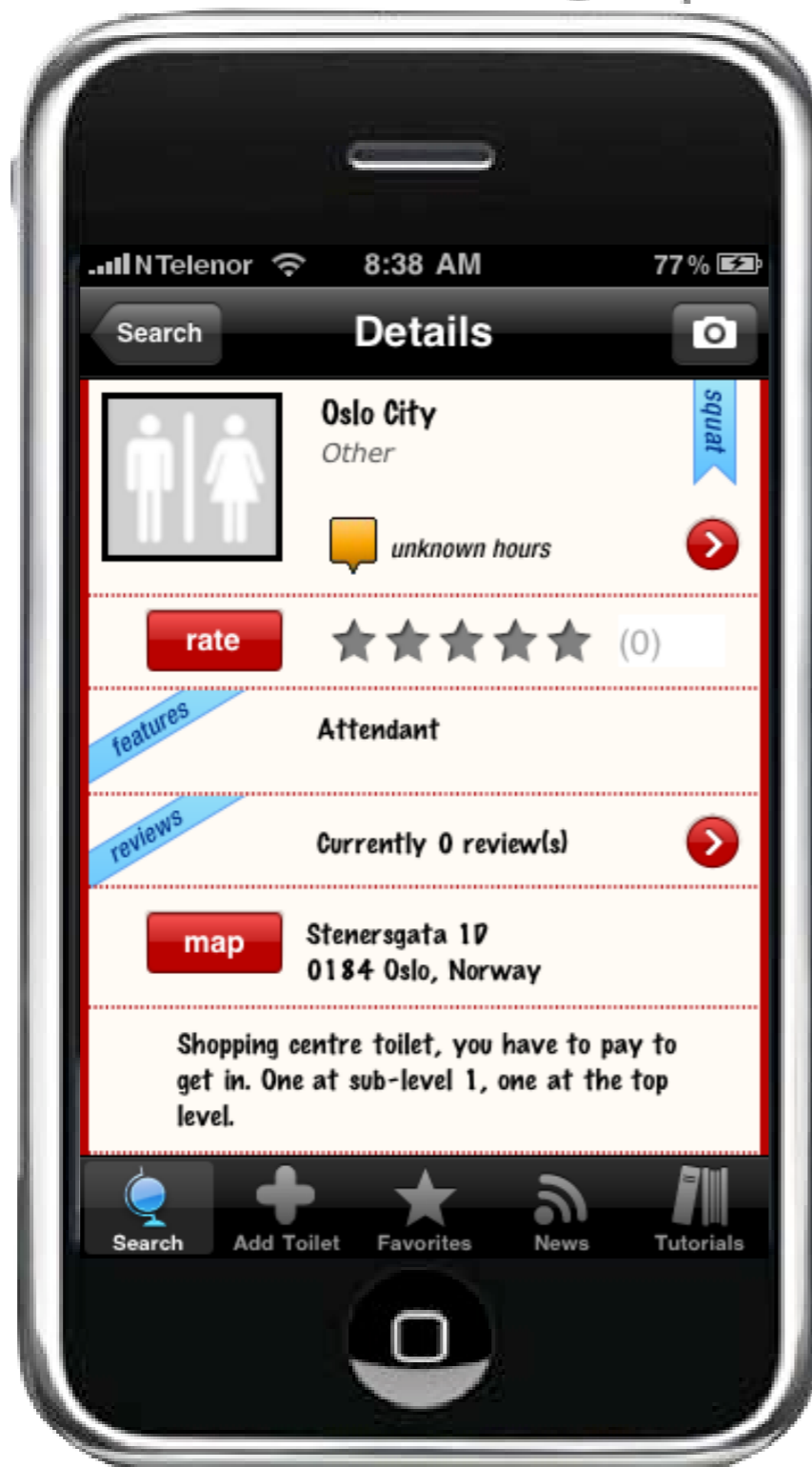
Tired of waiting around for your phone to find your location?  
Know how it often puts you in the wrong place?

[Download Maps Booster](#)

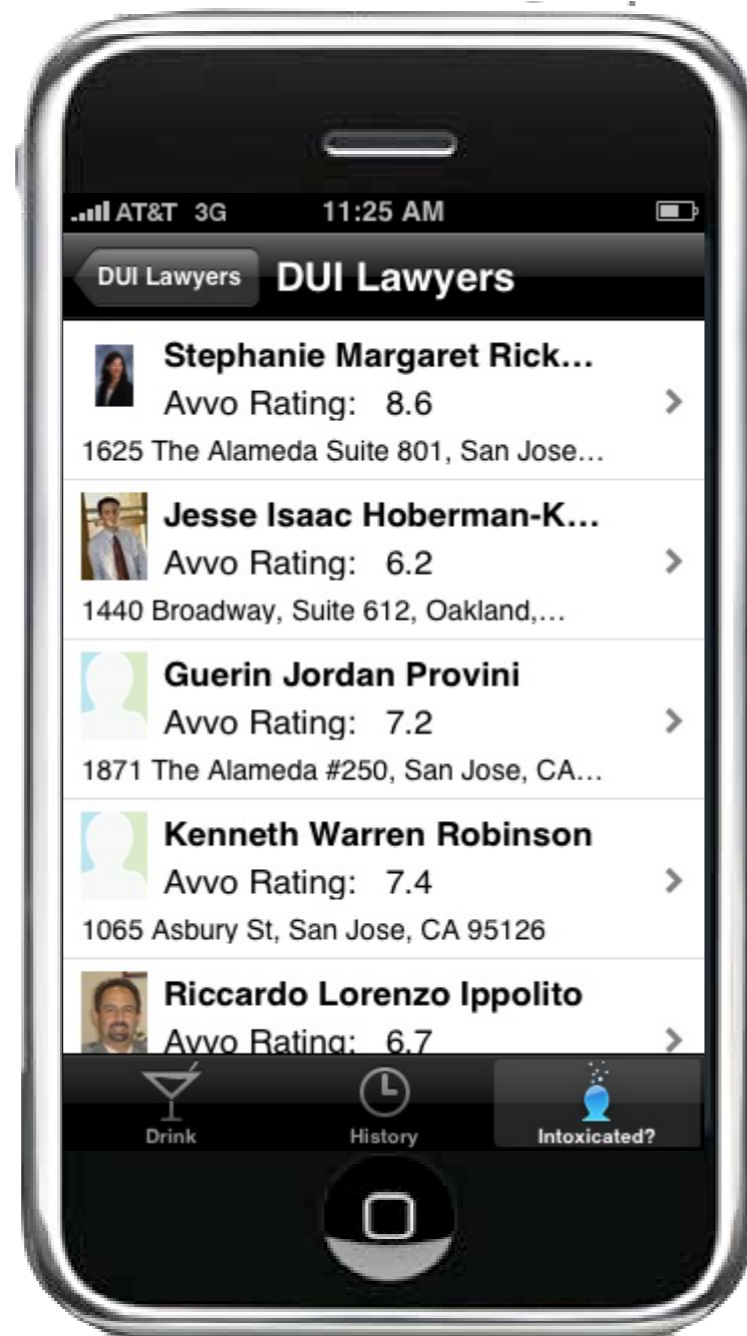
...and see the difference!



# Sit or Squat

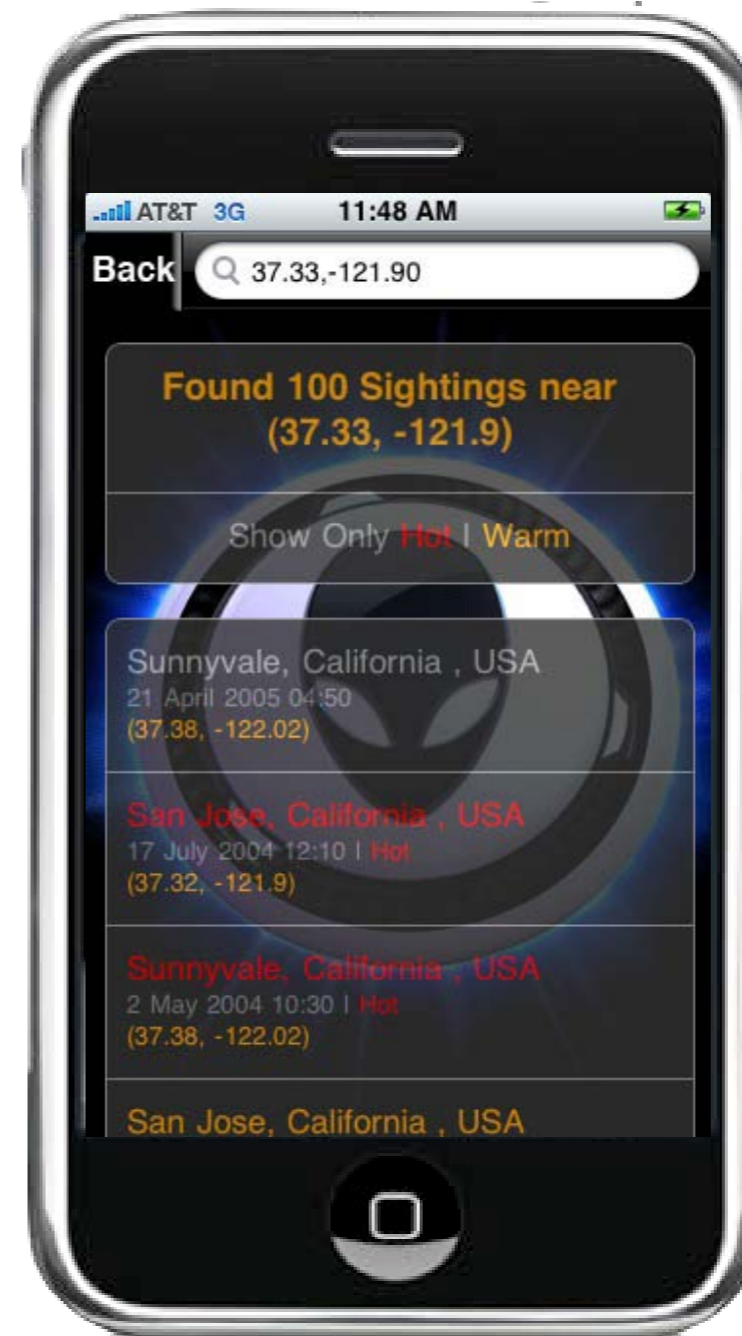


# Creativity Unleashed



## Last Call

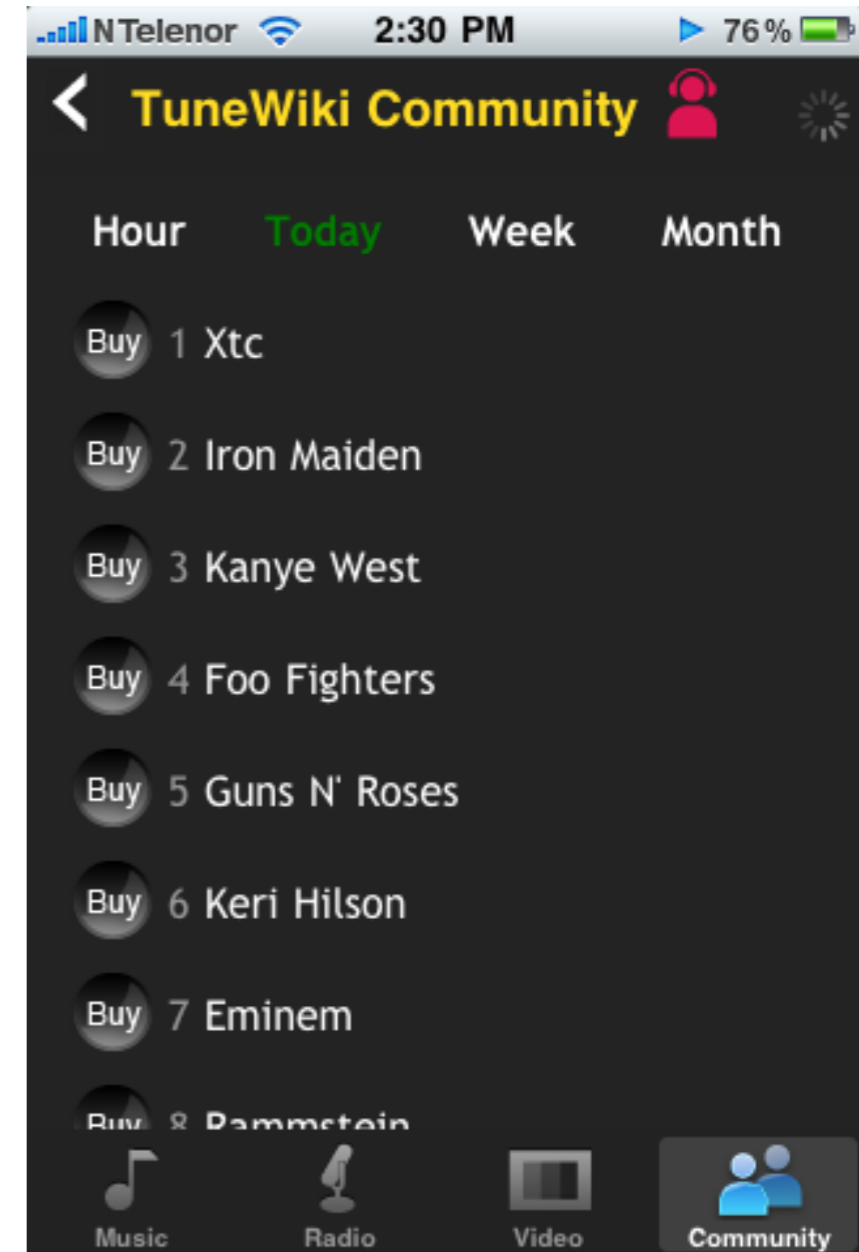
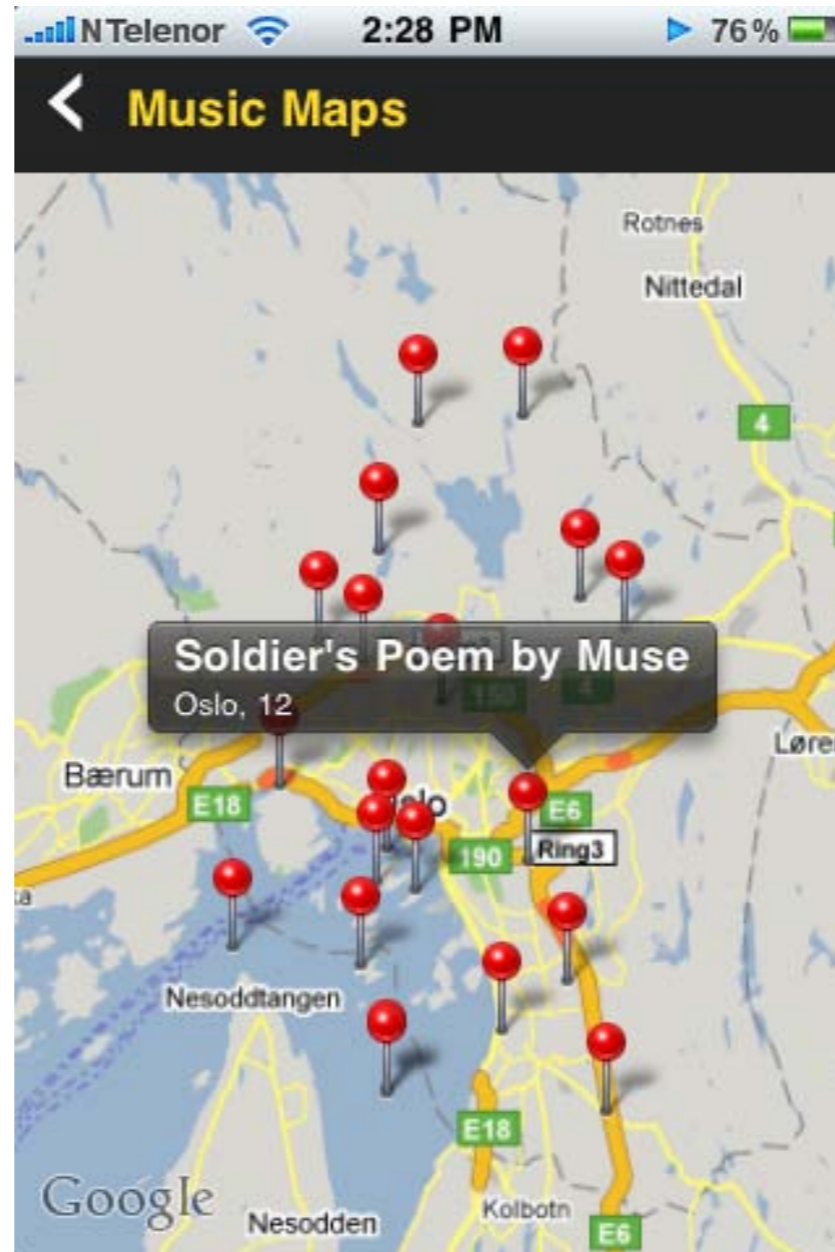
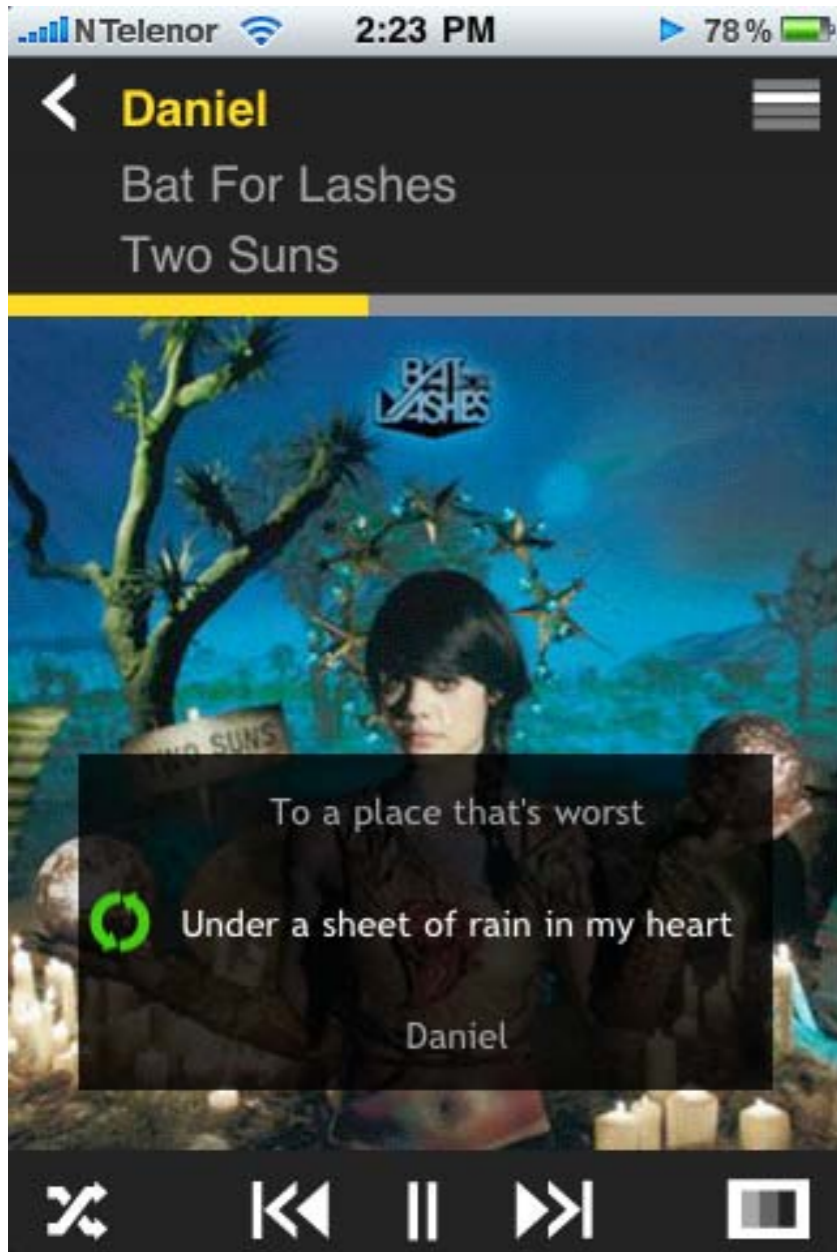
Track your drinking and know when to call a cab (or the nearest lawyer)



## UFO Finder

Find all the UFO sightings around you from the past 40 years

# TuneWiki



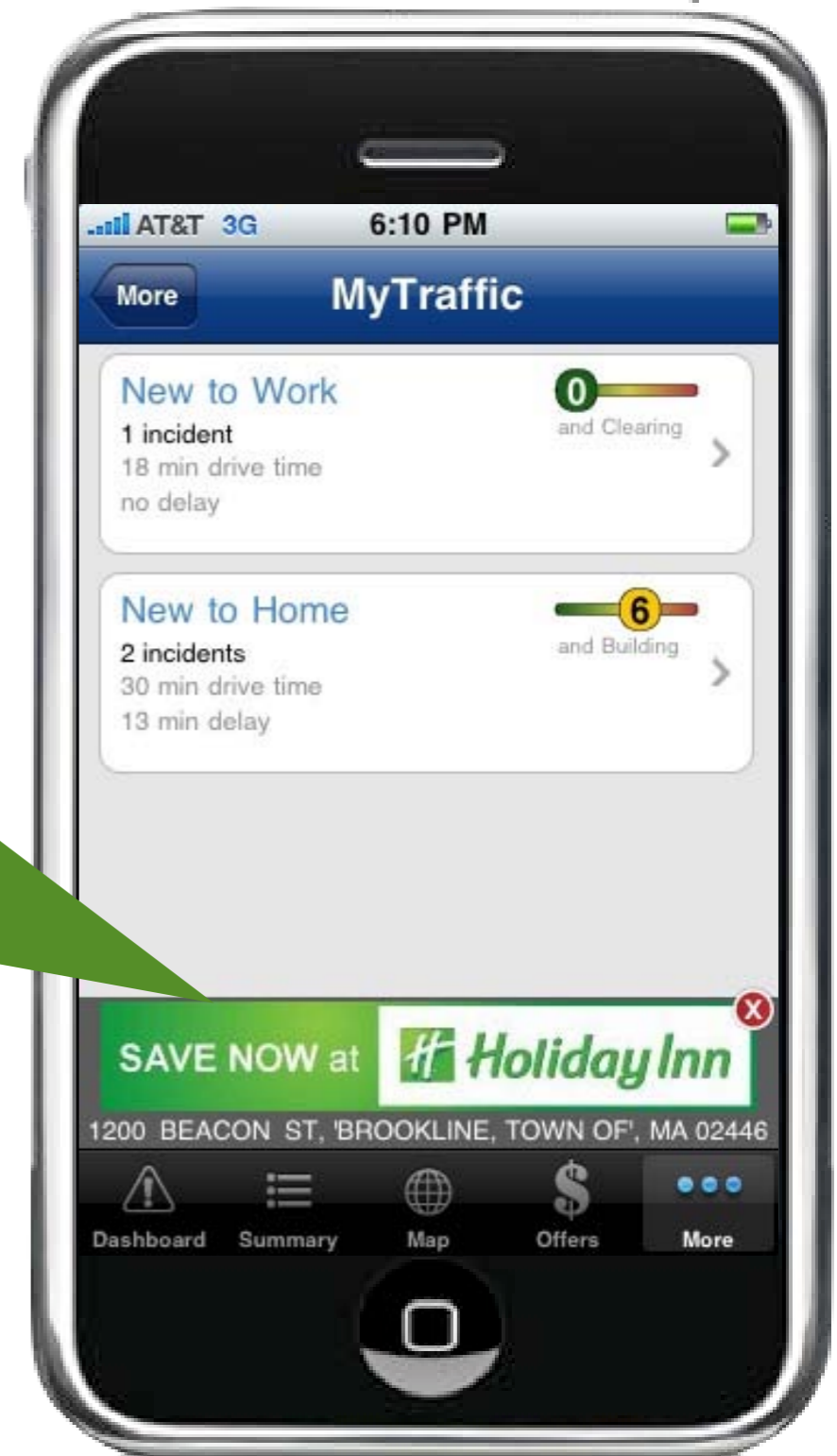
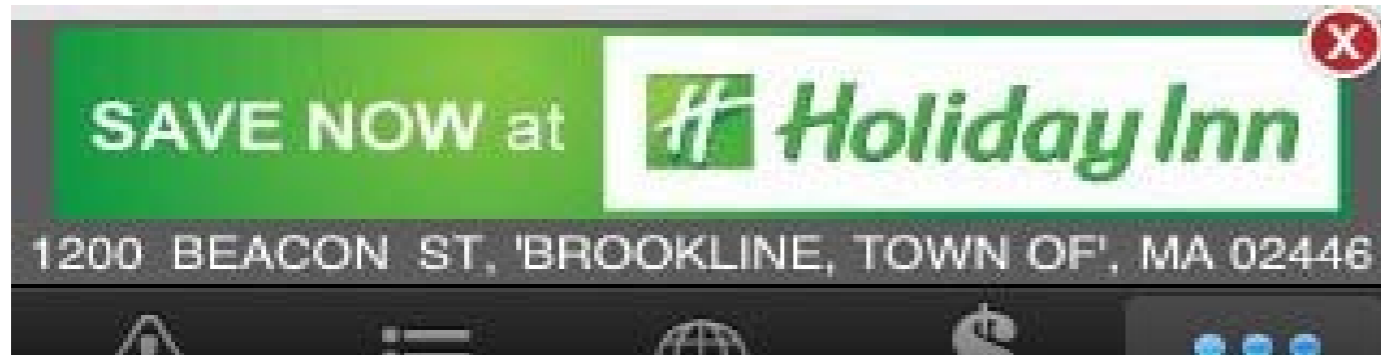
Quality location will create  
new avenues for mobile revenue.

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# Traditional Advertising Gets Smart.

## Dynamic Banner Ads

- Local Search Apps
- Unique response mechanisms
- Taking advantage of device capability

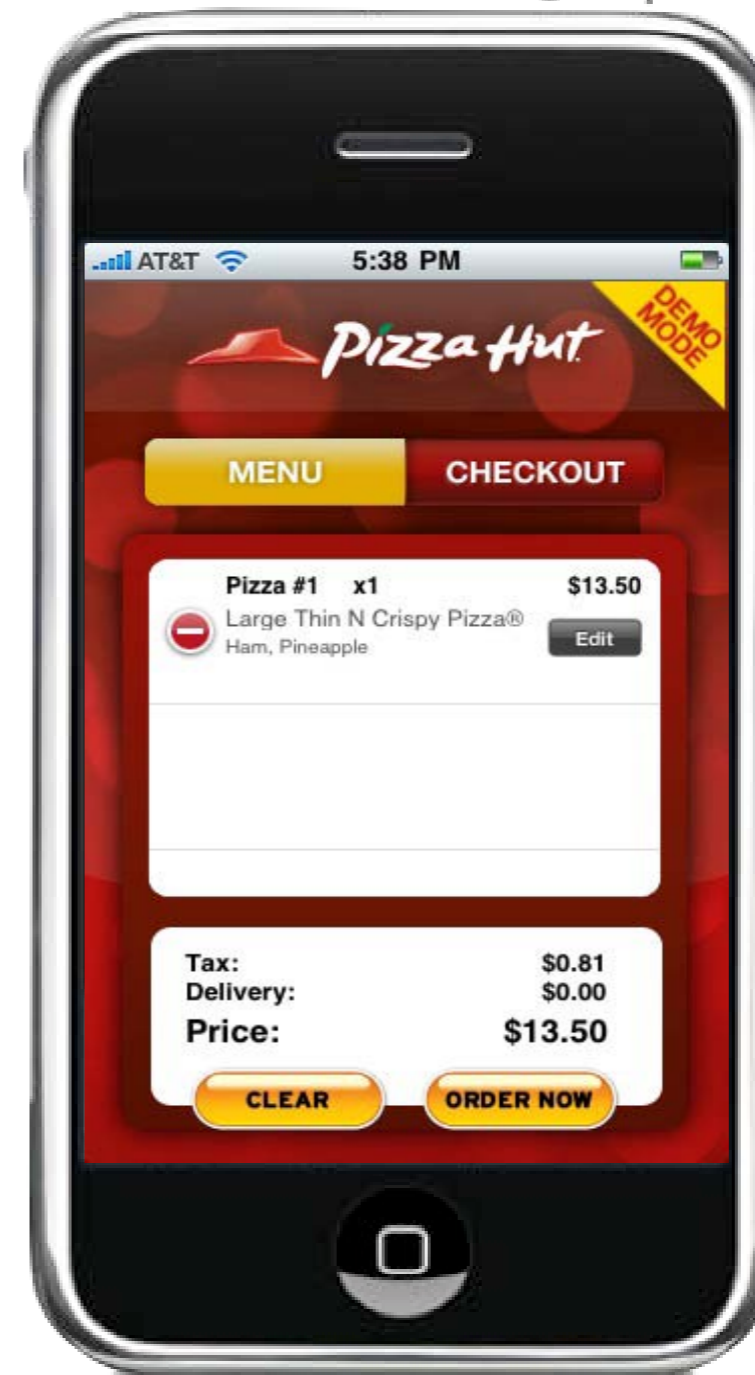


# Aps as Ads and Sales



## Timberland

Adventure game highlighting outdoor gear and actual locations

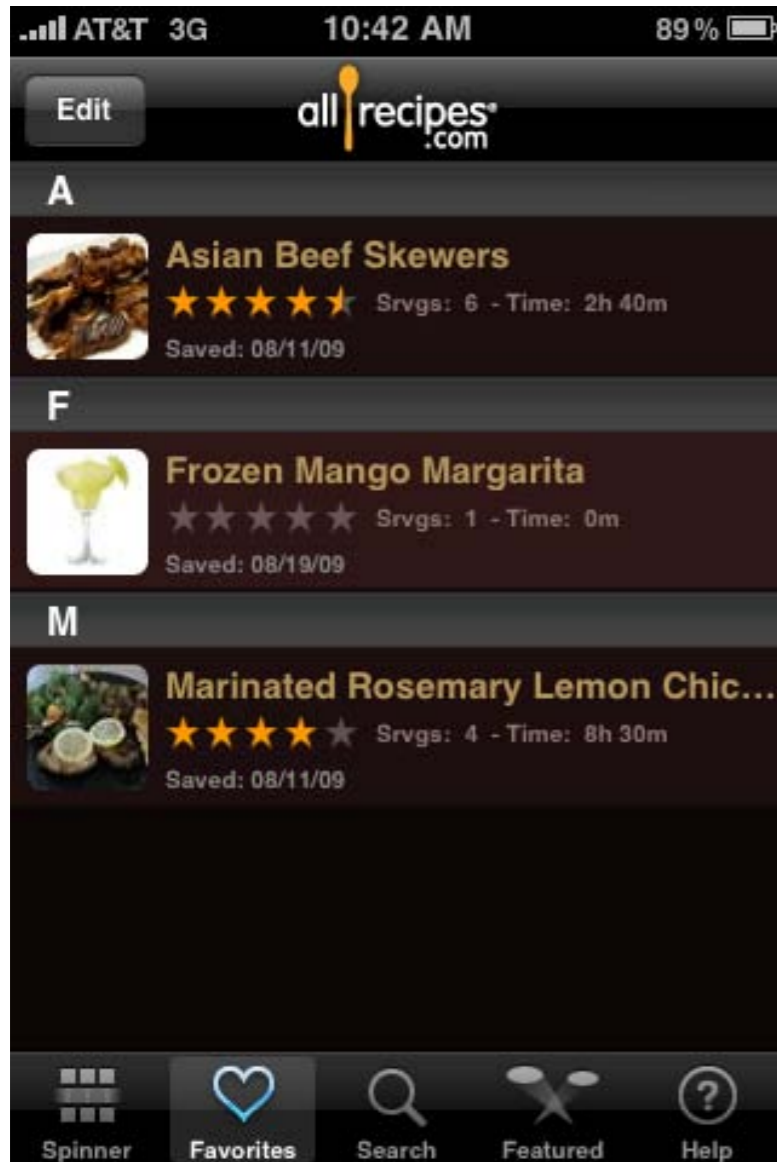


## Pizza Hut

\$1 million in pizza sales via iPhone app

# The Future of Location

- Everything becomes local



# Thank you & Questions

Contact:

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