Big Brother is on MySpace!

Tim Hibbard

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EnGraph Software

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About me

- Design and built GPS software

- Government agencies

- Where's Tim

Where's Tim

- Shows my location on a Google Map using real time GPS
- WeatherBug, Yahoo Traffic, flickr, Google Earth
- History, Get directions, MPH, Odometer, Messaging
- API - Consumable data

Podcast Feed
Picture Feed
About this site

Select person to track:
Tim Hibbard | Track

Refresh Tim's Location

Clear GPS Cookie Crumbs

Fly To With Google Earth (KML)

Get Directions to Tim

Get History (ex: 10/13/06):
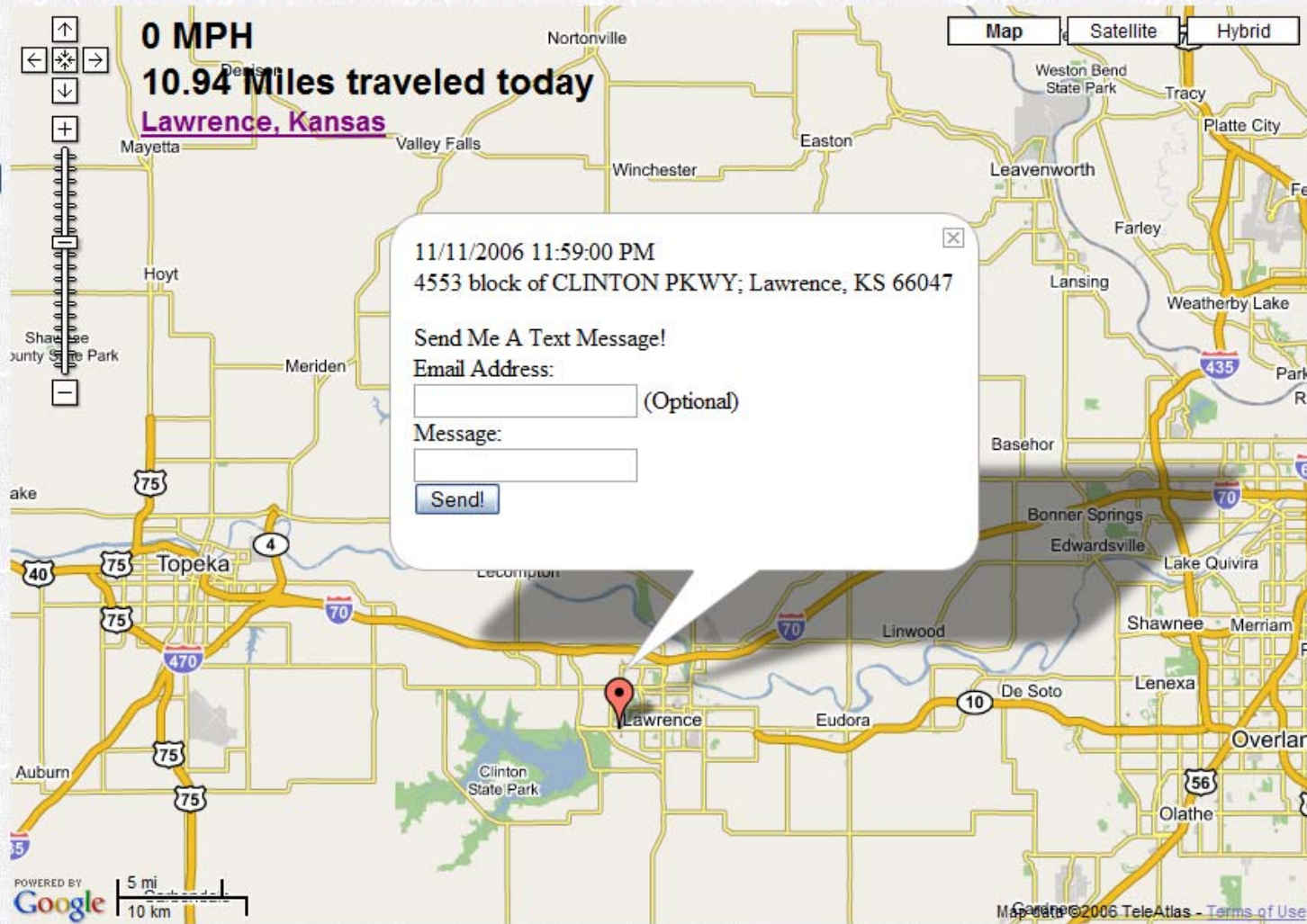Date: 11/11/2006 | Go! | x

Tim's Weather:
Powered by
Temp: 37.3 F
Wind: N/A ESE
High: N/A F Low: 28 F

More Info

0 MPH
10.94 Miles traveled today
Lawrence, Kansas

Map | Satellite | Hybrid

11/11/2006 11:59:00 PM
4553 block of CLINTON PKWY; Lawrence, KS 66047

Send Me A Text Message!
Email Address:
[   ] (Optional)
Message:
[   ]
Send!

POWERED BY
Google
5 mi
10 km

Map data ©2006 TeleAtlas - Terms of Use

Overlay GeoRSS Feed [   ] Add
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Tim Hibbard ▼   Track

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View History in Google Earth
Clear History Export History to XML
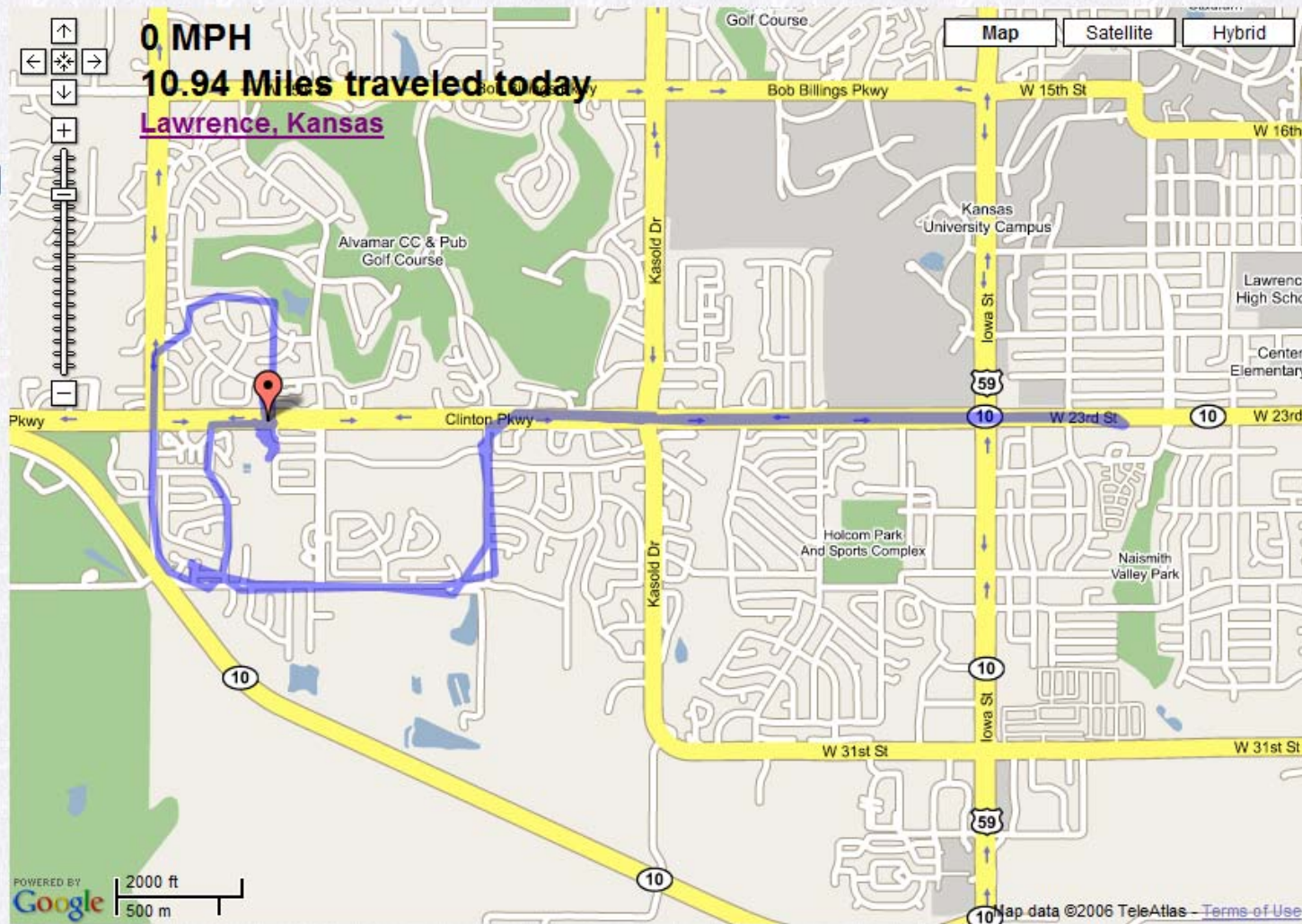Disable Auto Update
10.94 Miles traveled

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Map   Satellite   Hybrid

Golf Course
Bob Billings Pkwy   W 15th St
W 16th
Alvamar CC & Pub
Golf Course
Kansas
University Campus
Lawrence
High Scho
Kasold Dr
Iowa St
Centen
Elementary
Clinton Pkwy   10   W 23rd St   10   W 23rd
Holcom Park
And Sports Complex
Kasold Dr
Naismith
Valley Park
10
Iowa St
W 31st St   W 31st St
59
10
59
10
POWERED BY
Google   2000 ft
500 m
Map data ©2006 TeleAtlas – Terms of Use

Overlay GeoRSS Feed   [   ]   Add
☐ Show Flickr? Tags: [   ]

What the GPS?!?

- Fun with Google Maps
- Showcase EnGraph Software
- Act as template
- Alleviate privacy concerns

Rules for GPS to be successful

- Person sharing their location has full control!!
    - -Control of when
    - -Control of who

- Track My Kid services break both rules

Social Networks

- Online community based on friends
- Friends can make comments, view pictures, read journals
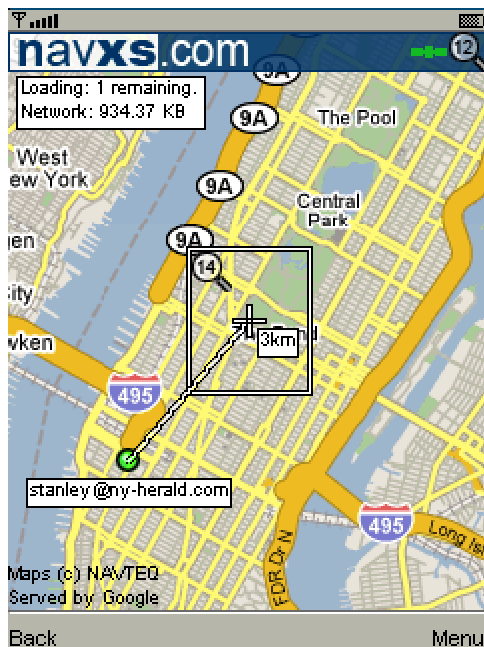- Presence
- MySpace
- 130 Million people

Social Geocoding

○ Share your location with selected people on your friend list

○ Instant Messenger based security

○ Sharer can set times of visibility, block specific user temporarily or go invisible

NavXS.com

Helge Timenes

Services

- Friend proximity alerts

- Location based comments

- Save your minutes

- SMS Driven
- Manually updated – no GPS
- Select Cities (22)
- All or nothing security
- Carrier agnostic
- Recently purchased by Google
- Loopt.com

Life Management

- GPS helping your everyday life

- Same rules of GPS apply

- Consumer trust is key

Keys the hearts of Americans

○ Time
  -Real time traffic
  -Route generation

○ Money
  -Cheap gas
  -Targeted advertising

Garmin Mobile

- Route based on real time traffic / construction
- Directions to cheapest gas station

Location based advertising

- Alerting of promotions based on current location
- Consumer trust is key
- Opt out must be easy
- Consumer must have full control
  - -Do not bother hours
  - -Do not bother geofences
  - -No spam / 3rd party offers

Online Shopping List

- Maintain a list of items needed
  - One time or reoccurring
- Rules for shopping engine
  - Preferred store per item
  - Defined "network" of stores
  - Deviate from preferred store based on percentage of savings
- Let engine generate shopping list based on prices and rules
  - Cheapest regular price or sales

Online Shopping List – Cont…

- Download shopping list to phone
- Alerts from shopping list based on location
- Share shopping list with stores to let them beat their competitors prices

RememberTheMilk.com

Big Finish

Automatically generated route for shopping trip based on real time traffic conditions, construction, and online shopping list generated on cost comparison and targeted advertising promotions

Contact

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