



The Evolution of Content Management for Location-Based Services

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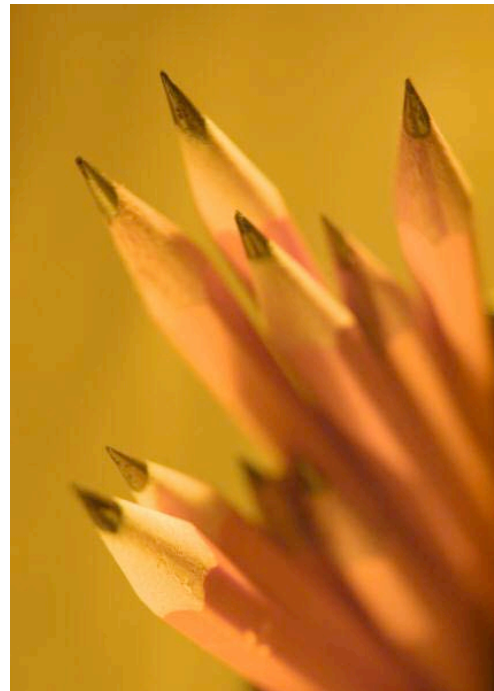


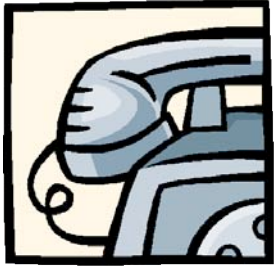
Background

- The “Offline” age
- The “Analogue” age
- The Digital age
 - Stage 1 - Web 1.0
 - Stage 2 - LBS Search engines
 - Stage 3 - Wireless
- A multi-channel LBS solution
- Questions

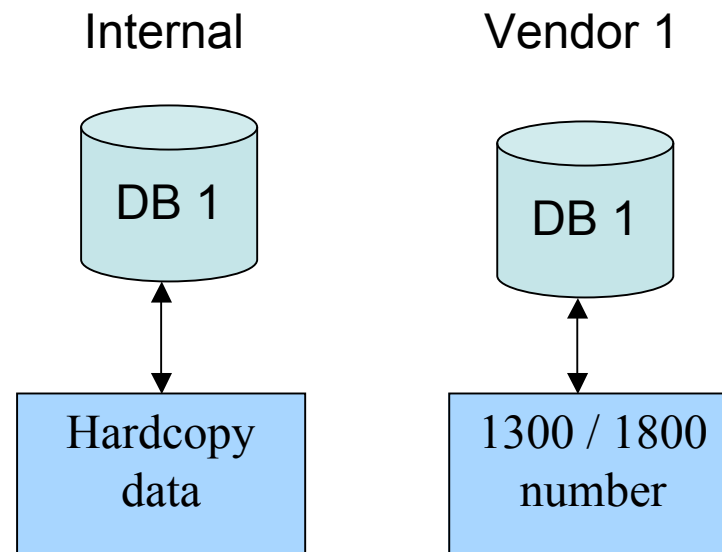


The Offline Age



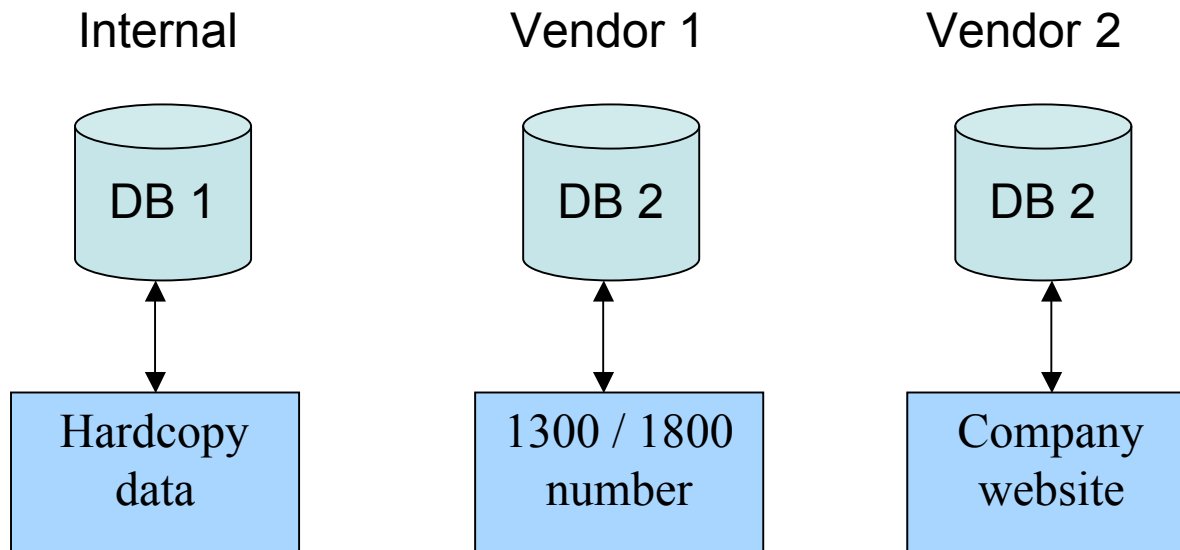


The Analogue Age

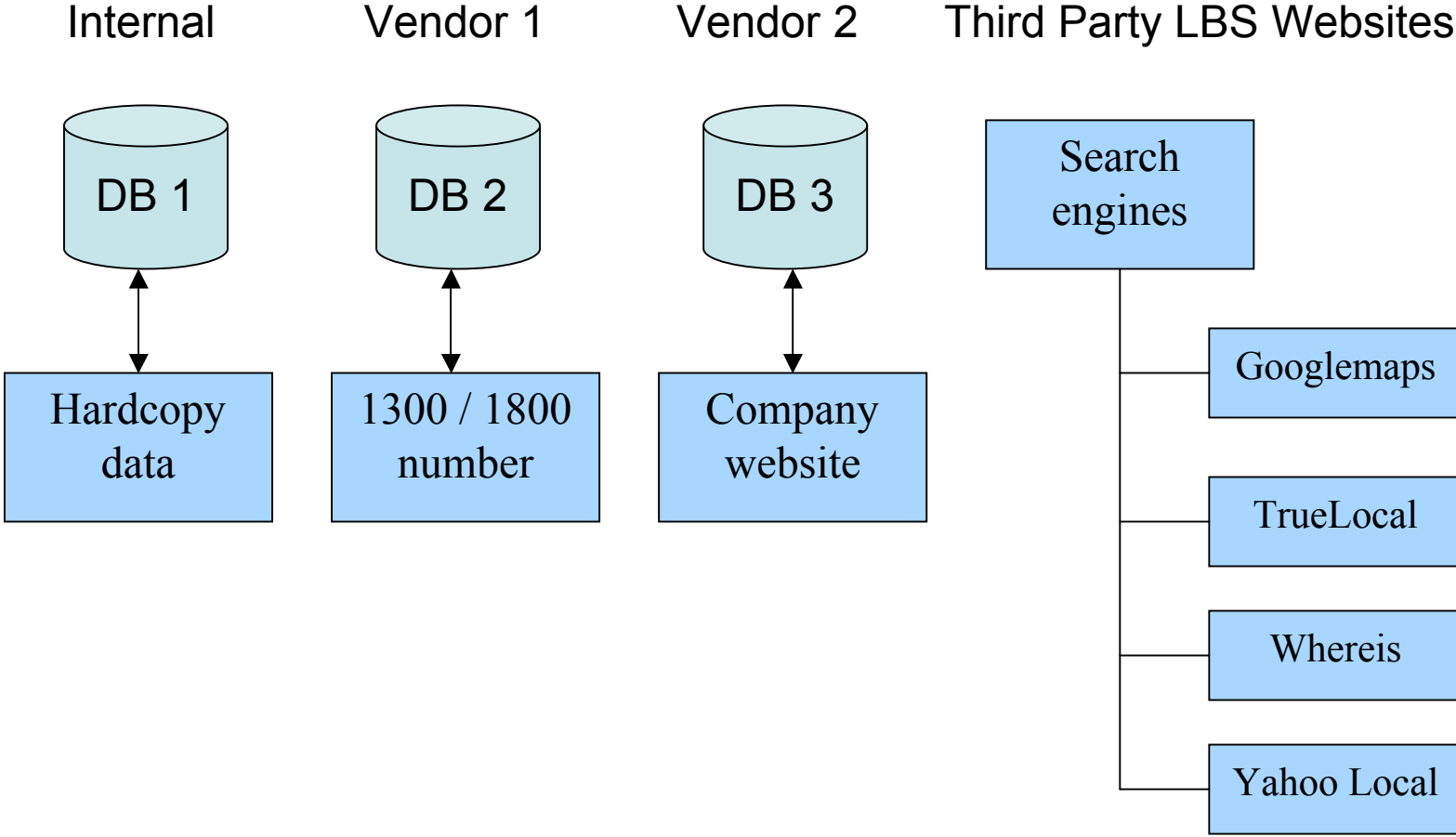




The Digital Age: Web 1.0

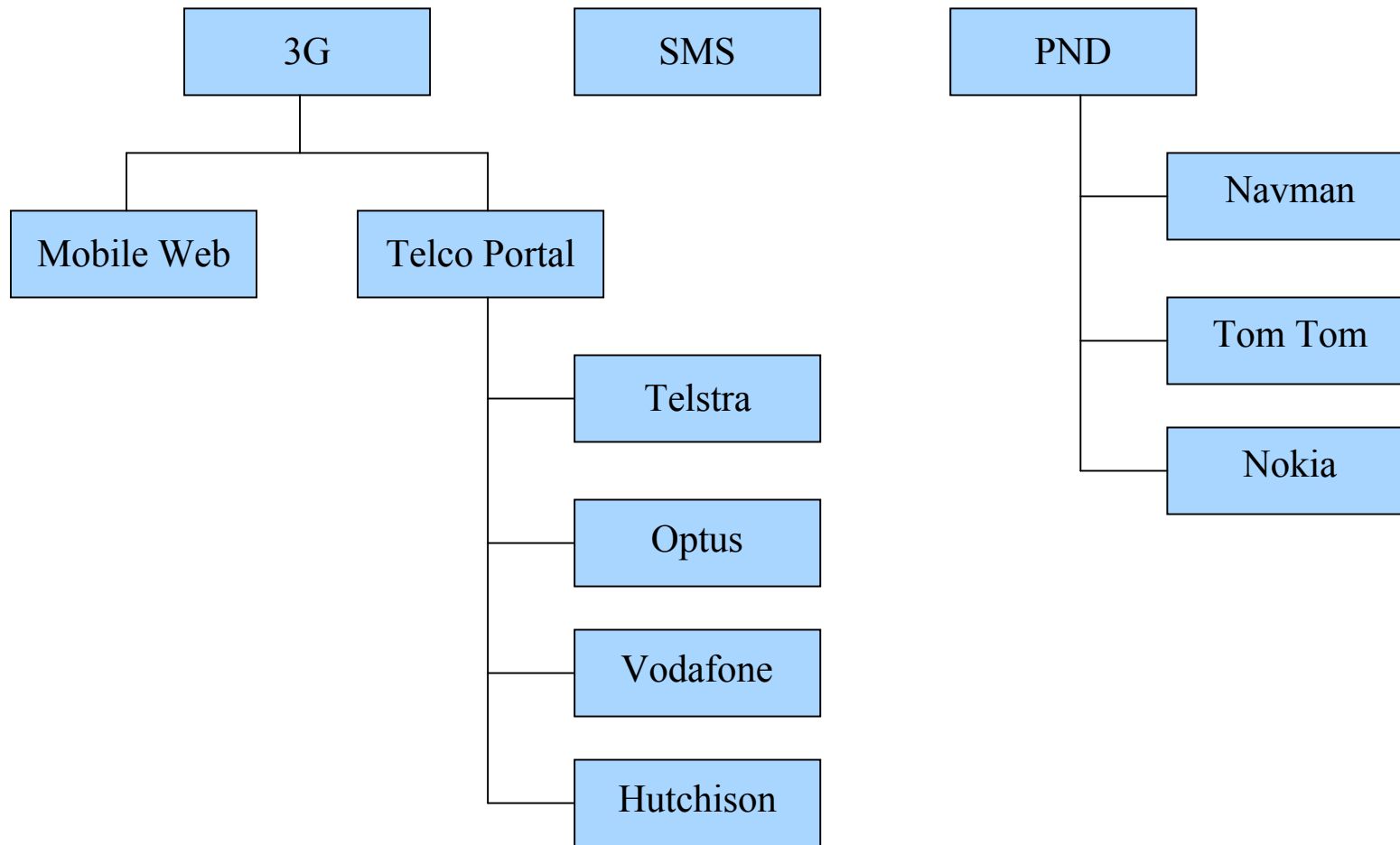


The Digital Age: LBS Search Engines





The Digital Age: Wireless





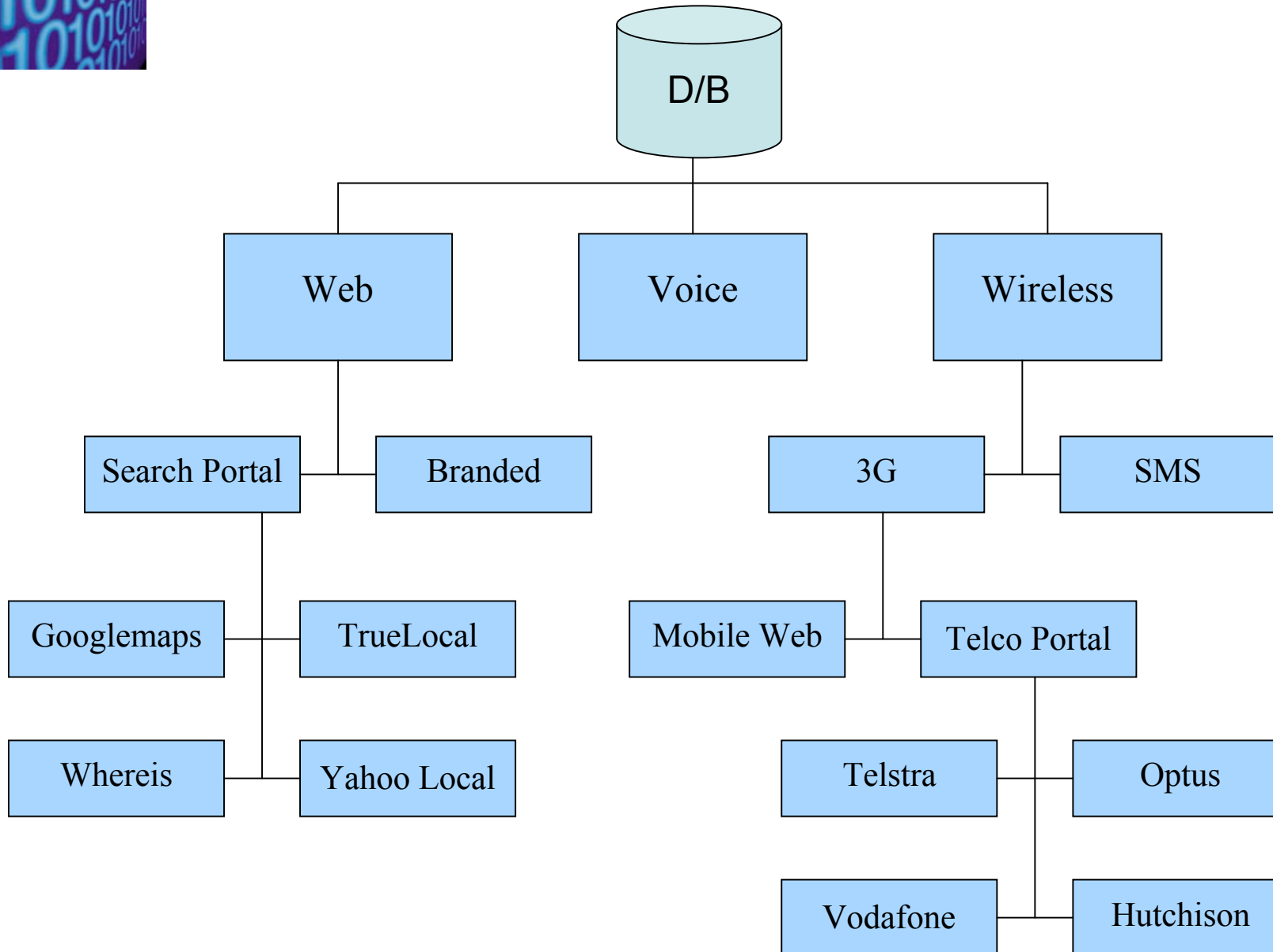
Further Complexity

- Multi-brand
- Multi-geography
- Multi-lingual



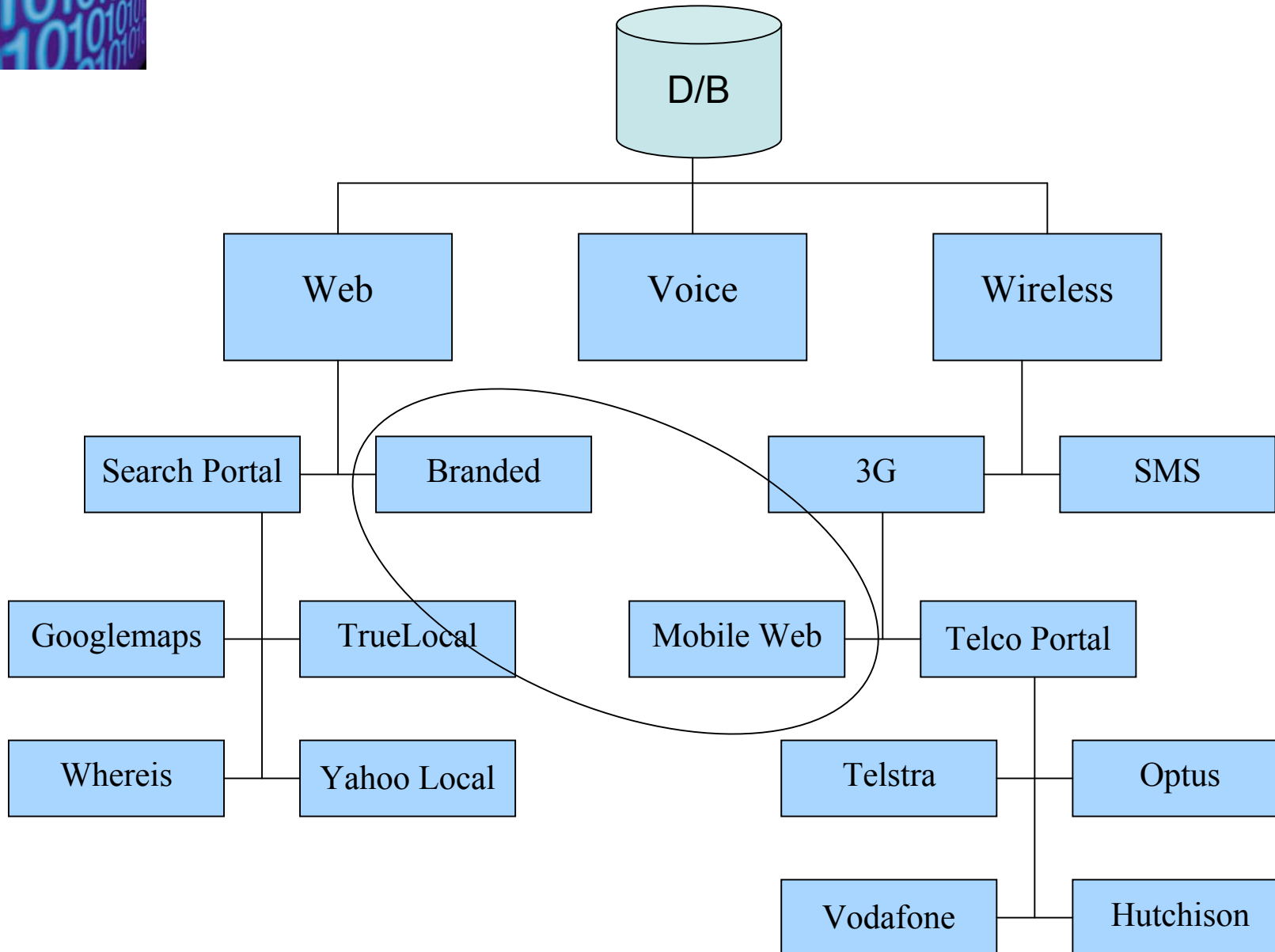


Multi-Channel LBS



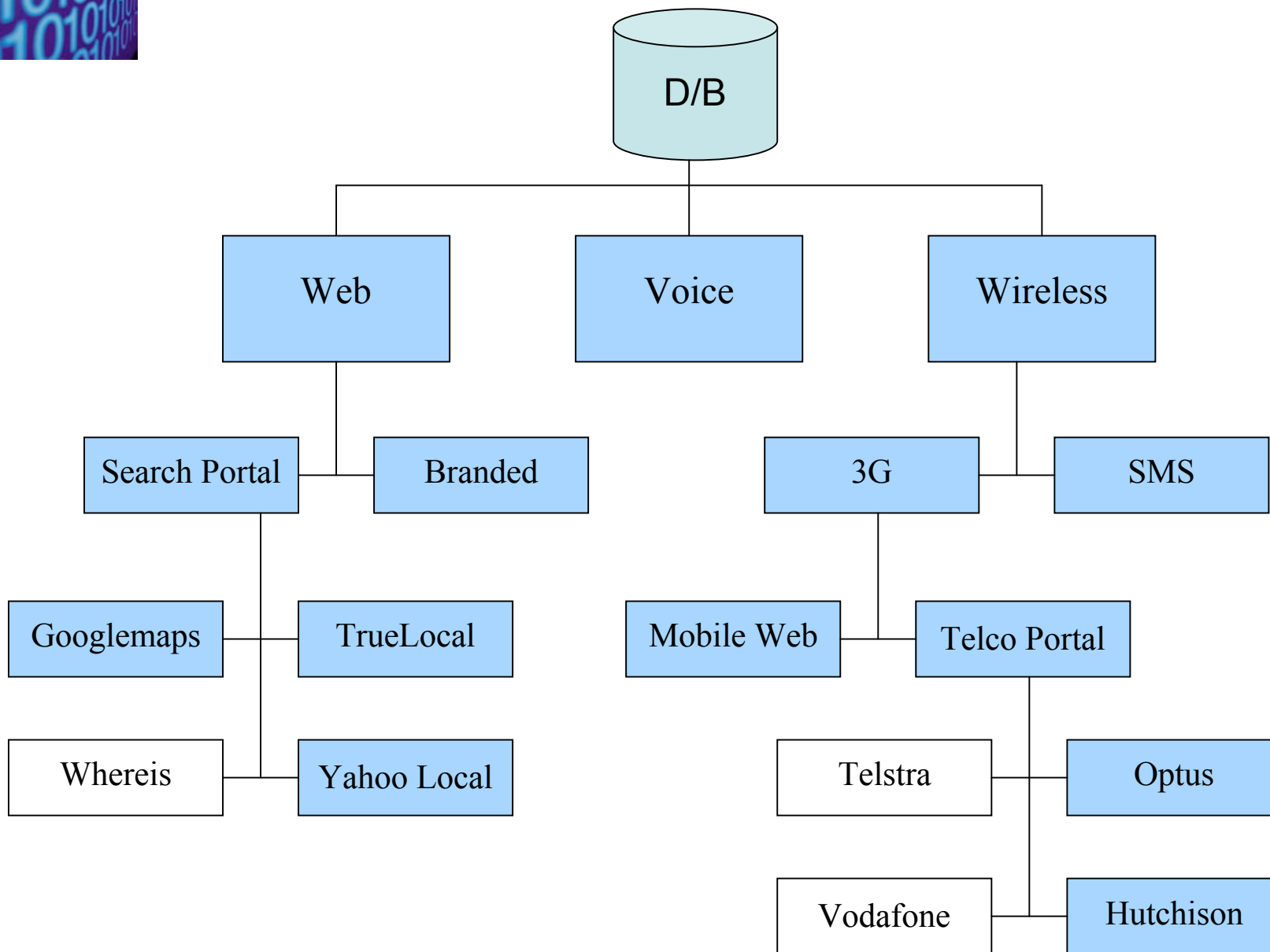


Multi-Channel LBS





A Digital LBS Solution





? Questions ?

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