



Mobile Local Search

Location-based Search Market



Introduction

Mobile Local Search is 28% of all digital searches with a surge in growth expected world-wide in 2010. The Cellular Telecommunications Industry Association (CTIA) announced there are 270M wireless subscribers in the United States with almost 100% penetration. Asia-Pac economies are estimated to reach US \$32.9B in mobile data services by 2012.

This report on the Mobile Local Search (MLS) ecosystem is based upon two-decades of intensive engagement in the telecommunications industry and presents a first-mile through last-mile review of top vendors providing products and services. Additionally, this report shares insights from visionaries at Nuance®, NAVTEQ®, Acrossair, Qualcomm®, Quattro Wireless, and other leaders in the MLS ecosystem. The insights illuminated are complimented by industry data and performance metrics.

MLS products are evolving with greater technological enhancements. More now than ever, the phrase - Think Global, Market Local - is on target. Component manufacturers for software and hardware businesses are investing in research & development and deployment. Advertisers are eager to connect directly with the buying power. Venture capitalists are exploring new entrants into the MLS ecosystem for sizeable 2010 investments.

With research beginning in 2007, this publication addresses the following topics (and more):

- Geo Positioning Systems
- Relative Positioning Sensors
- WiMax
- Bluetooth
- Enhanced Traffic Technology
- Wireless Carriers and Mobile Operators
- Augmented Reality
- Motion Capture
- Voice-enabled Search
- Mobile Local Search Applications
- Application Skins
- Semantic Advertising and Search
- Advertising Platforms, Networks, and Exchanges
- Location Based Mobile Marketing

Target Audience

This report is for anyone considering launching a mobile local search business, solutions involving location-based technology and services, and businesses providing components to MLS solutions. New entrants into the MLS ecosystem are provided with a view of surrounding potential partners at any given entry-point.

Questions Answered

- How are thought-leaders in MLS approaching business going into the next decade?
- Which companies are Tier 1 vendors for developing partnerships, supply chains, and distribution channels?
- What is augmented reality and motion capture? What is inside a wireless device that enables GPS applications? Why is voice-enabled search critical? What are the benefits of application skins?
- Where are LBS technologies headed and what is the outlook on global financial investment?

Companies Mentioned in Report

Acrossair	Google	NTT DoCoMo	Super Pages
Acuity	Layar	Nuance	Ubiquitous Entertainment 44
Acxiom	Microsoft	Peer39	Urban Spoon
Alcatel	Microvision. 44	Quattro Wireless	Tell-Me
Apple	Mobilizy	Qualcomm	V-Enable
ARM	mOcean	Research In Motion	Verizon
AT&T	Morgan Stanley	Riverstone Residential	Visa
AT&T Interactive	Motorola	Samsung	Winston & Strawn
China Telecom	Navizon	SIRF	Yahoo!
Cimarron Group / Traffic	NAVTEQ	Skyhook	Yell
City Search	Network In Motion	SPB Mobile	Yelp
DexKnows	Nokia	Spherexx	YPMobile

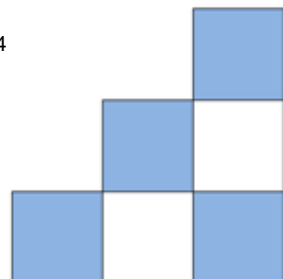
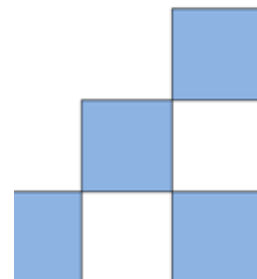


Table of Contents

1.0 Introduction	8.1 NAVTEQ
2.0 Definition of Mobile Local Search	8.1.1. NAVTEQ Local Search functionality
3.0 Economic Drivers of Mobile Local Search	8.1.2 NAVTEQ Traffic
3.1 Technology	8.1.3 Location Based Advertising and NAVTEQ
Source: Tina Whitfield 2009 EquisGlobal	8.1.4 Mobile Local Search and Social Applications
3.2 Data Content	8.1.5 Location Based Blogging
3.3 Financial Investment	8.2 Networks In Motion
3.4 Advertising	8.2.1 Gokivo Navigator
4.0 Mobile Search - Why now?	8.3 GPS Review
5.0 The Leaders: Mobile Local Search Ecosystem Stakeholders	8.4 Absolute and Relative Positioning
5.1 Devices	8.5 Relative positioning sensors - gyroscope, accelerometer, odometer
5.1.1 Inside Devices - Speed Components	8.6 Positioning systems interacting with map databases
5.1.2 Devices and More - Nokia	8.7 Map Matching
5.2 Networks Carriers and Operators	8.8 Modeling Real World Sensor Integration
5.2.1 AT&T	8.9 Location with Wi-Fi and Peer2Peer Wireless Positioning
5.2.2 Sprint	8.10 Location with WiMax
5.2.3 Verizon	8.11 Location with Bluetooth
5.2.4 NTT DOCOMO	8.12 Near Field Communication
5.2.5 China Telecom	9.0 The Imperative of Voice Search
5.2.6 Cloud Computing	9.2 Developers
5.3 Local Data Providers:	9.2.1 Tellme
5.3.1 Data: Business Listings - Basic Information	9.2.3 Call Genie
5.3.2 Data: Business Listings - Consumer Information	9.2.4 Google Voice
5.3.2.1 Experian Group plc	9.2.8 Nuance
5.3.3 Data: Business Listings, Enhanced Information	10.0 Mobile Local Advertising Platform Providers
5.4 Major Search Engines - Deploying into Mobile Local Search	10.1 mOcean
5.4.1 Bing	11.0 Mobile Coupons
5.4.2 Google	11.1 Acxiom
5.5 The Battle of the Jones'	11.2 Acuity Mobile
5.5.1 The SWOT - MLS Applications	12.0 Mobile Local Advertising Networks and Exchanges
5.5.2 SWOT Analysis	12.1 V-Enable
5.6 Browser Based Applications (the mobile web)	12.2 JumpTap
5.7 Application providers in the directory data and search business	12.3 Google AdWords
5.8 Ad platform providers in the directory search business	12.4 Quattro Wireless
5.9 Mobile Local Search Directory Distribution Partners	13.0 Semantic Advertising Technology
5.9.1 V-ENABLE	13.1 Peer39
5.9.2 Medio	14.0 Mobile Contest, Promotions, Sweepstakes and the Law
5.9.3 uLocate	14.1 Mobile Marketing Association
5.9.4 EarthComber	14.2 Winton & Strawn
5.10 Application Developers	15.0 Mergers and Acquisitions
5.10.1 User Interface Development	16.0 Mobile Local Business Strategies
5.10.2 Mobile Local Application Skin Providers	17.0 Ecosystem Partnerships
6.0 Mobile Local Location Technology	About the Author
6.1 Mobile Location Blogging	Acroymns
6.1 Augmented Reality	Figures
6.1.7 Heads-up Display	Charts and Tables
6.1.8 Ubiquitous Entertainment	Copyrights, Trademarks, and Disclaimers
6.1.9 Microvision	
7.0 Geo-Positioning Systems/Geographic Information Systems	
7.1 GPS Overview	
7.1.1 Location using the Cellular Network (Cell-ID / E-OTD / TDOA)	
8.0 The Location Based Solutions Market	





Order Form

Report Title

Mobile Local Search— Location-Based Search Market 2010

License Type

- Single User License **\$ 1,995 USD**
- Team License (2-5 people) **\$ 2,665 USD**
- Company-wide License..... **\$ 4,995 USD**
- Other Licensing options available: Contact Mind Commerce

Family/Surname

First Name

Position

Company

Address

Country

Post Code

FAX

Telephone

Email

Order Type

-  Order by FAX at 1 877 646 3266

Card Number

Expiration Date (MM/YY)

CV Code

Cardholder's name

Signature

Billing Address

Postcode

Country

Signature

Date

Online Ordering

Customers can order online by visiting report web page:
http://www.mindcommerce.com/Publications/Mobile_Local_Search2010.php

Tel/FAX: 1-877-MINDCOM (646-3266)

Email: info@mindcommerce.com

www.mindcommerce.com

