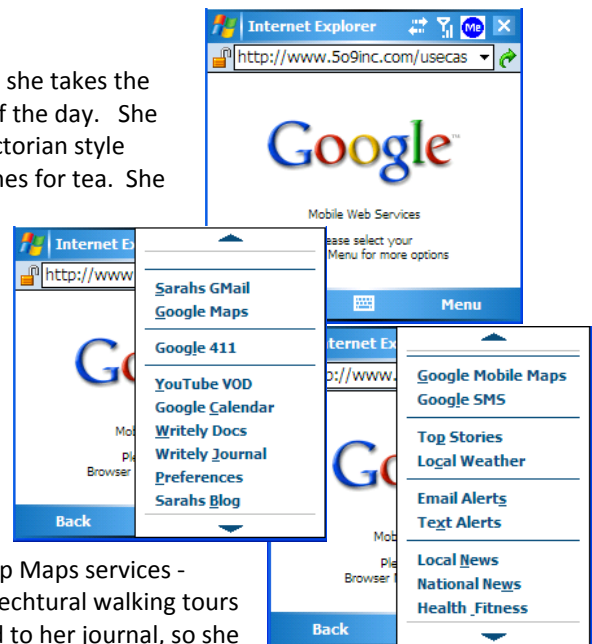


The Situation

A portal, such as Google, AOL or Yahoo is trying to extend its popular Web services to mobile users. It offers rich Web applications that are delivered via the browser to desktop users. Unfortunately, it has proven more costly than anticipated for them to deliver services to every mobile user regardless of device or carrier. On mobile, the screen size simply does not allow for the richness of the desktop applications to shine through. The portal is actively pursuing mobile users, however to do so has meant abandoning the power and flexibility of the Web service model for which the portals are known. Mobile users must open separate applications with separate interfaces for each desired service. The portals must develop, market, distribute and maintain every new application on every mobile device to ensure the same broad based Web service coverage their users enjoy on the desktop and must update those apps anytime a service changes. The costs are staggering.

The Mobile Meta Data Solution – Adding Context

Every day, Sarah – who teaches architecture at NYU. On the days she takes the train into work, she loves to catch the YouTube humorous video of the day. She is a sucker for tea, wine and sushi and is currently looking for a Victorian style house. Today, she takes a new way home from school and searches for tea. She views the tea houses listed in order of proximity to her current location. One teas shop that offers sushi appears at the top of the list. The search is sponsored by a real estate agent specializing in Victorian home sales within the burrough. She clicks to call the agent and schedules a meeting at the tea house for tomorrow at 2:00. She accesses turn-by-turn directions, walking the route, to make sure the place is not a dive. The agent confirms via email and Sarah has the option to add it to her online calendar. Sarah also has an online photo album, filled with inspiring buildings from her walks and summer travels. She often geotags pictures of unique architecture, uploads them and automatically overlays them onto speciality map Maps services - creating both a photographic travel journal and customized architectural walking tours to more actively engage her students. These are saved and stored to her journal, so she can edit them with an online word processor and print them once she gets to work.



Benefits of 509™ Mobile SaaS Meta Data and Using Web Standards

Location and device data is delivered to the search engine to minimize data entry and return local and contextually relevant search results. Advertising is both local and relevant, even to temporary behavior, such as “house hunting” when searches are paired with user-entered preference data. Location data paired with photo blogging and mapping services creates a powerful educational and social networking tool. The fact that all of these services are accessed via the browser ensures easy navigation that is customized for each user.

Benefits to the Portal

- Higher customer satisfaction & increased loyalty
- Opportunity for new services and non-advertising revenue (e.g. geo-tagged services)
- Extends advertising revenue to mobile by increasing relevance to drive acceptance
- CAPEX/OPEX Efficiencies
 - Faster time to market for mobile services
 - Mobile services use the same infrastructure as desktop services
 - Mobile application development is not required