



# Multimedia Location Based Information Services in the city

**Nadine REN**  
**France Telecom R&D Beijing**

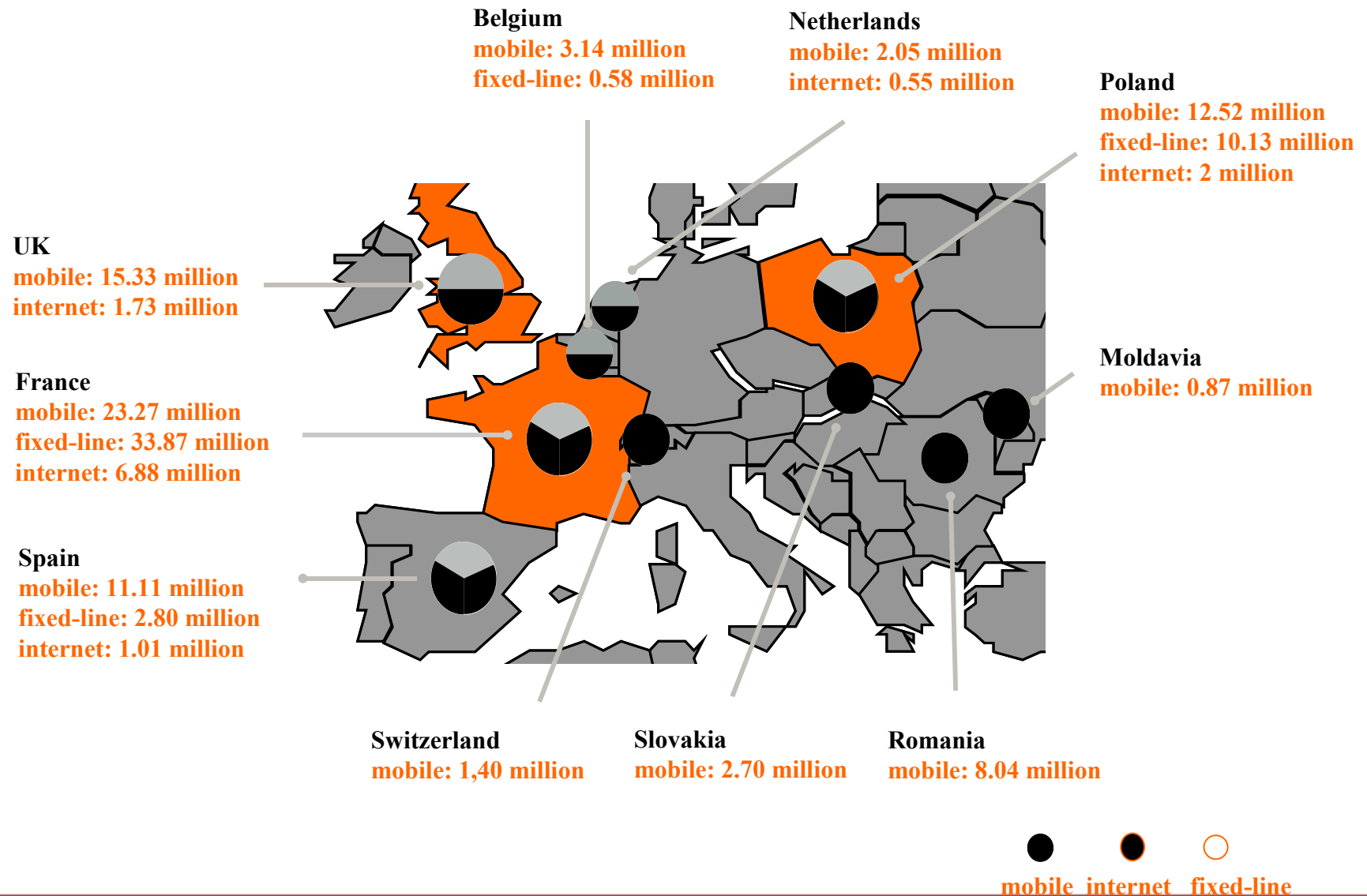
October 11<sup>th</sup>, 2007

# France Telecom: one of the world's leading telecom operators

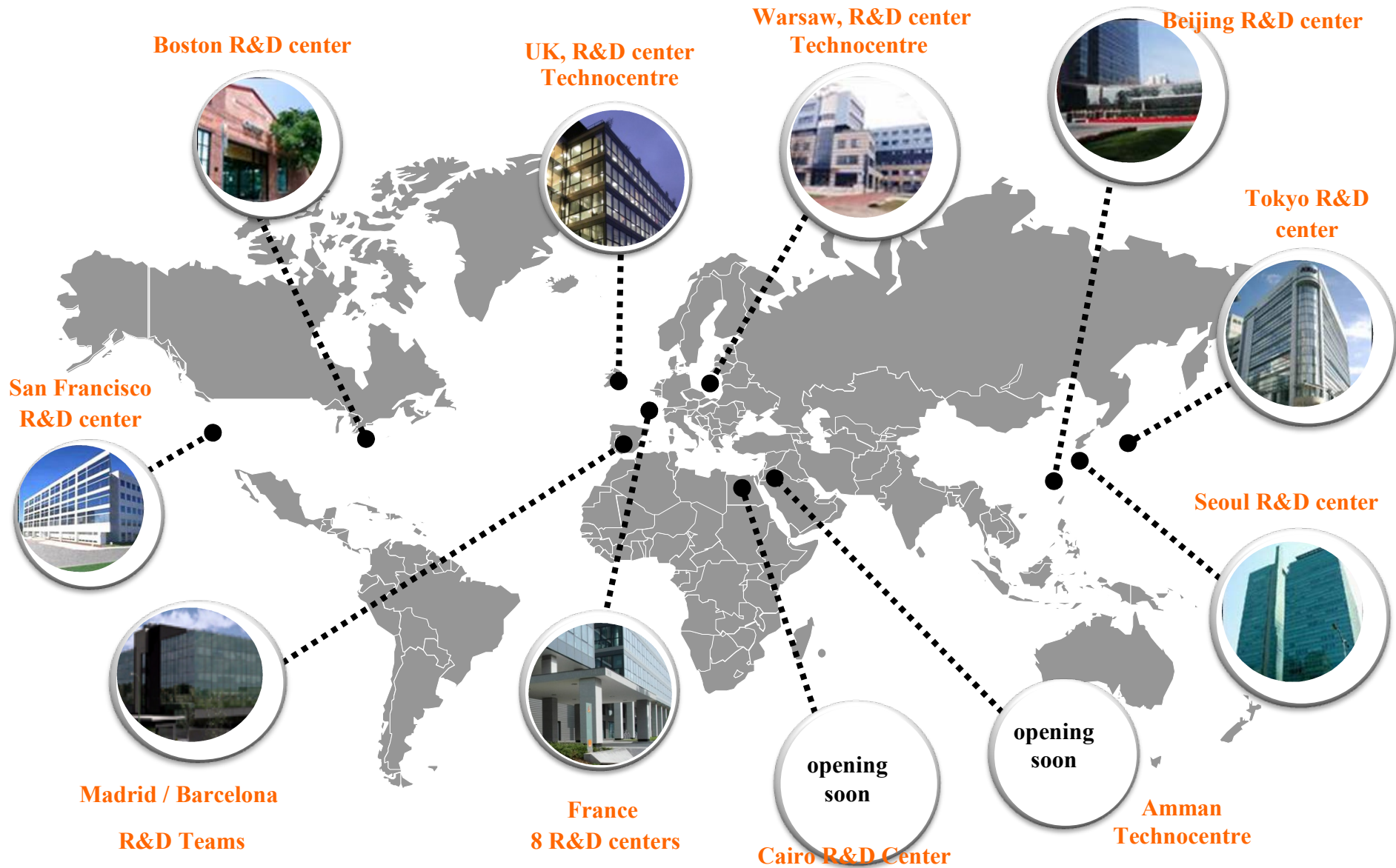




# Europe's leading integrated operator

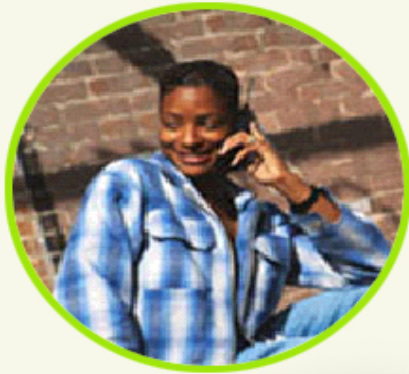


# Worldwide R&D locations



# The user - the center of the communications

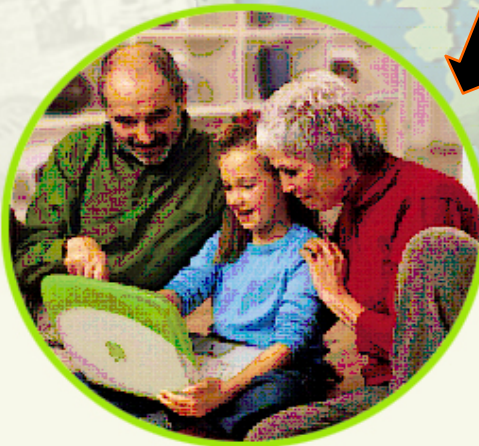
**Enterprise**



**Personal**

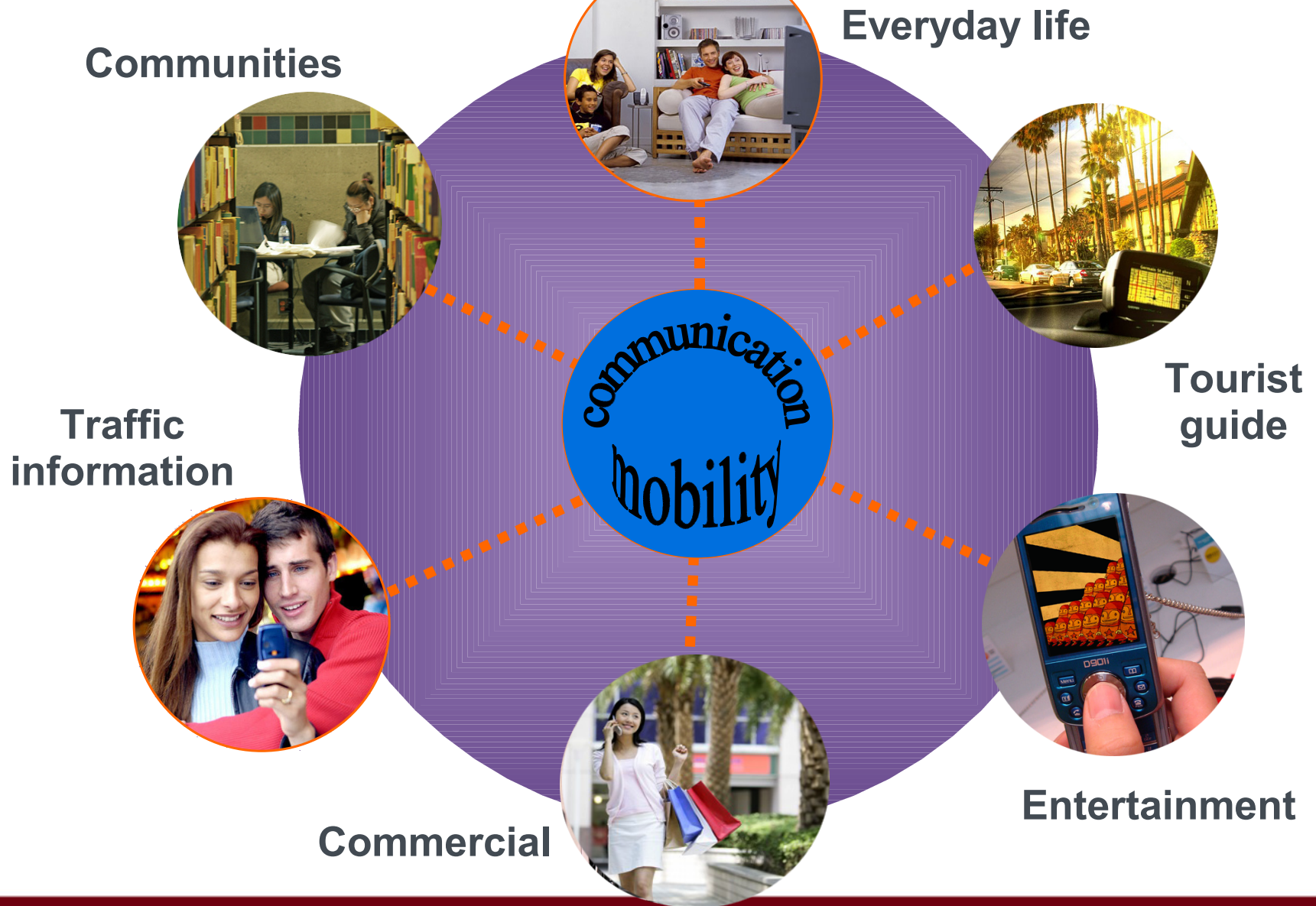


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# New world of services





# Location Based Services Introduction

- LBS International Situation
- Key LBS services
- Orange LBS
- One FT R&D Beijing project: Multimedia

## Information services with LBS

- Demo clips
- Services Summary

# LBS international situation

## USA

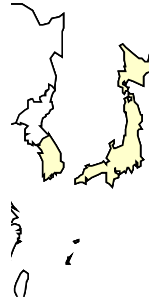


2004:

- 1,2 M users
- \$133M of revenues

- Leveraging **A-GPS**-based LBS
- **Strong regulatory push**
  - E-911 compliance
- Leading MNOs: Sprint/Nextel and Verizon Wireless
- **Key LBS:**
  - 1.Mobile City Guide
  - 2.Driving Directions
  - 3.Mobile Tracking (Child loc)

## Japan / Korea



2004:

- 10 M users
- \$141M of revenues

- Leveraging **A-GPS-like proprietary solutions**
- **Strong regulatory push**
  - Japanese gov. requiring MNOs to include A-GPS in all handsets as from April 2007
- Leading MNO: KDDI
  - All handsets equipped with A-GPS chipset since 2002
  - 16M of GPS-enabled handsets
- **Key LBS:**
  - 1.Pedestrian Directions
  - 2.Driving Directions
  - 3.Assistance

## Europe



2004:

- 5,8 M users
- \$197M of revenues

- Leveraging **Cell-ID** based LBS
- **Low regulatory constraints**
  - E-112 compliance: Best-Effort basis
- Leading MNOs: Orange, Vodafone, 3, O2, Telia
  - UK and Scandinavian MNOs are the frontrunners
- **Key LBS:**
  - 1.Mobile City Guide
  - 2.Pedestrian Directions
  - 3.Driving Directions

# Key LBS: Emergency & Safety

- Emergencies alarm services :
  - US E911 compliance



- Safety of human bodies or goods
  - Knowing where children or elderly people are



# Key LBS: Communities & Entertainment

- Friend-finder applications
- Dating services
- Instant messaging with people in your vicinity
- Games based on location information





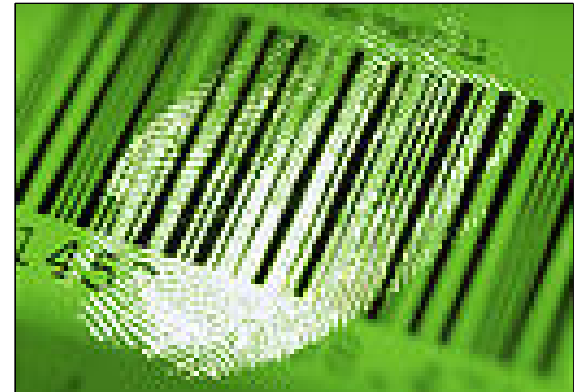
# Key LBS: Information & Navigation

- City Guide, Tourist Guide
- Find the nearest ...
- Real-time traffic alerts and public transport information
- Navigation
- 'Where am I?' guidance
- Get the weather of the place



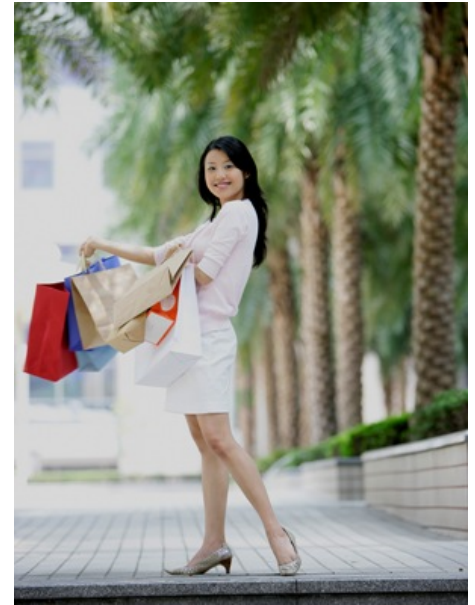
# Key LBS: Tracking & Monitoring

- Tracking of vehicles for fleet management
- Logistic applications
- Dispatch public transport



# Key LBS: M-Commerce

- In a mall environment, retailers could send out ads based on the customer's location and/or personal profile
- Cafe could send out an electronic coupon to a person who walked within a certain distance of its facility
- A department store could send out ads based on the department the person was entering.



# Some Orange LBS product

- LB chat, community service
- Find the closest (hotel, restaurant, mail office, museum, cinema, disco...)
- Find a friend
- Mobile map
- Tracking people/pet/assets
- Navigation
- Locate a station





# FT R&D Beijing local initial project

-The Multimedia Location based  
Information services



research & development

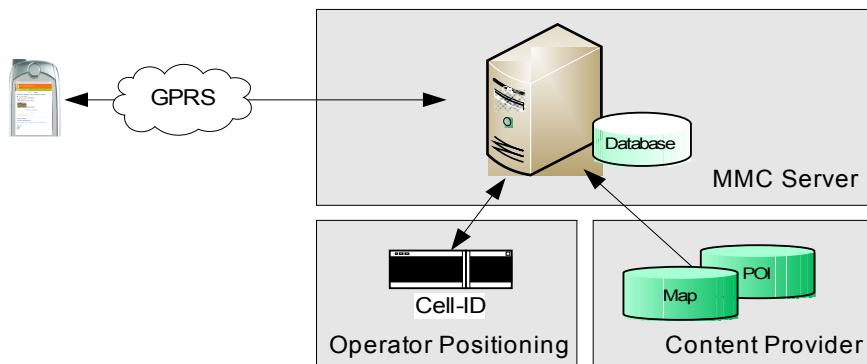


# Multimedia mobile services with LBS

## Multimedia Mobile services with Location-based services



## Architecture



## Customers Benefits

- On-the-go practical guide with LBS: such as sightseeing, restaurant, hotel, routing info ...
- Getting other people comments and personal experience
- Mblog for personal experience record and share with others
- Multimedia and Maps improve customer experience

## FTRD Beijing Experience

- LBS Info delivery platform
- Service experience by working with Chinese partners and operator

## Supported terminals

- Wap, Kjava, PC

# LBIS – POI and map info



# LBIS – Nearby Info



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[Related Entries\(3\)](#)  
[Related Reviews\(1\)](#)  
[Related Official Data\(45\)](#)

Journal list

5 Records, Page: 1 of 1

[颐和园游记](#)  
Jml Entries: 0 Review: 0  
2006/08/25-2006/08/25 Location: 颐和园 [POI Detail](#)

[风车楼](#)  
Jml Entries: 0 Review: 0  
2006/02/27-2006/02/27 Location: 颐和园 [POI Detail](#)

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Journal detail

[颐和园游记](#)  
2006/08/25-2006/08/25  
Location: 颐和园 [POI Detail](#)  
[Other Photo](#)

在一个清爽的早晨，我和“母亲大人”一同坐上了驶向颐和园的732路公交车。颐和园的门票：惠票50，普通门票30。

anks  
urrent rank: 3 - Satisfactory

peration List  
eview list(0) | Comment list(3)

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[Back to List](#) > 三旺餐厅

三旺餐厅

[Enlarge](#)  
Tel: 010-23423213-231

Description

座落在长安街南侧崇文门路口，紧邻北京著名的同仁医院。饭店拥有风格迥异的名式餐厅：位于五楼的“楼中园”酒家，主营广式粤菜

Budget

标准席：1217 元 / 桌 豪华席：3622 元 / 桌

[Map](#) | [Route](#)  
[Around Information](#) | [Related Information](#)

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# LBIS – Advertisement



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Search By Keyword: Current Location Related Official Data

[Map](#)  
[Sight\(2\)](#)  
[Hotel\(22\)](#)  
[Eating&Drinking\(21\)](#)

Eating&Drinking

21 Records, Page: 1 of 5 [Next](#)

POI: [三旺餐厅](#)  
 Address: No label  
 Tel: No label [Route](#) [Coupon](#)

POI: [国盛堂大酒店](#)  
 Address: No label  
 Tel: No label [Route](#) [Coupon](#)

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[Back to List](#) > [三旺餐厅](#)

[三旺餐厅](#)

[Enlarge](#)

Tel: 010-23423213-231

[Route](#) [Coupon](#)

Description

座落在长安街南侧崇文门路口，紧邻北京著名的同仁医院。饭店拥有风格迥异的名式餐厅：位于五楼的“楼中园”酒家，主营广式粤菜

Budget

标准席：1217 元 / 桌 豪华席：3622 元 / 桌

[Map](#) | [Route](#)  
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Get coupon



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[三旺餐厅](#)

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Tel: 010-23423213-231

**SMS Coupon**

Profit from our 20% discount with the dinner. Enjoy it! Please entry your phone number to get SMS coupon.

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Official Data -> search: restaurant

[三旺餐厅](#)

地址：北京市海淀区中关村大街27号

Tel: 02923212 [Intro](#) [Route](#) [Coupon](#)

[三旺餐厅](#)

地址：北京市海淀区中关村大街27号 中关村大厦2层

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Get coupon

# LBIS – mblog



东海桃花岛  
桃花批发啦!!! 价格公道, 童叟无欺.

Current user: 郭 峰 [Manage Personal Blog](#)

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From Journal: [西安游](#)

Journal edit

Title\*:

Date:  -

Location:

Tag\*:

Description:

Associated Media:

1. [bag](#)

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东海桃花岛  
桃花批发啦!!! 价格公道, 童叟无欺.

Current user: 郭 峰 [Manage Personal Blog](#)

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Photo list




Photo2Video Pre|Next

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东海桃花岛  
桃花批发啦!!! 价格公道, 童叟无欺.

Current user: 郭 峰 [Manage Personal Blog](#)

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Photo list

[Back to journal edit](#)

Title\*:

Tag:

Description:

Select local media

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东海桃花岛  
桃花批发啦!!! 价格公道, 童叟无欺.


Current user: 郭 峰 [Manage Personal Blog](#)

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Photo list

Upload successfully!

Title: Big Tree  
Date: 2006.12.10  
Description: It is a very beautiful tree.



Related Photos 21 Records, Page:1 of 5 [Next](#)

Photo	Entries	Review	Location
<a href="#">四库图</a>	0	0	颐和园 <a href="#">POI</a>
<a href="#">香山之行</a>	0	0	香山公园 <a href="#">POI</a>
<a href="#">西安游</a>	0	0	清真寺 <a href="#">POI</a>

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# Multimedia tools

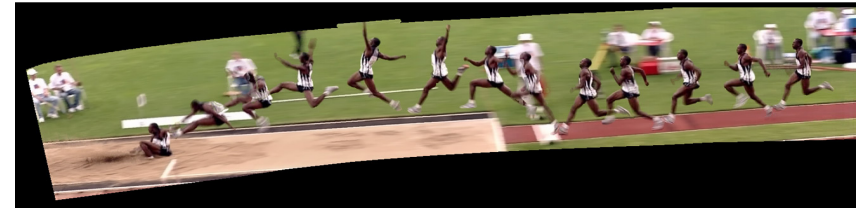
## ■ Cartoonization



## ■ Photo2video



## ■ Panaroma



# LB Information Services Summary



## LB Official info:

- Guides (pictures, intro)
- POI, Map services
- Bus, Itinerary
- Agents, Hot travel lines...



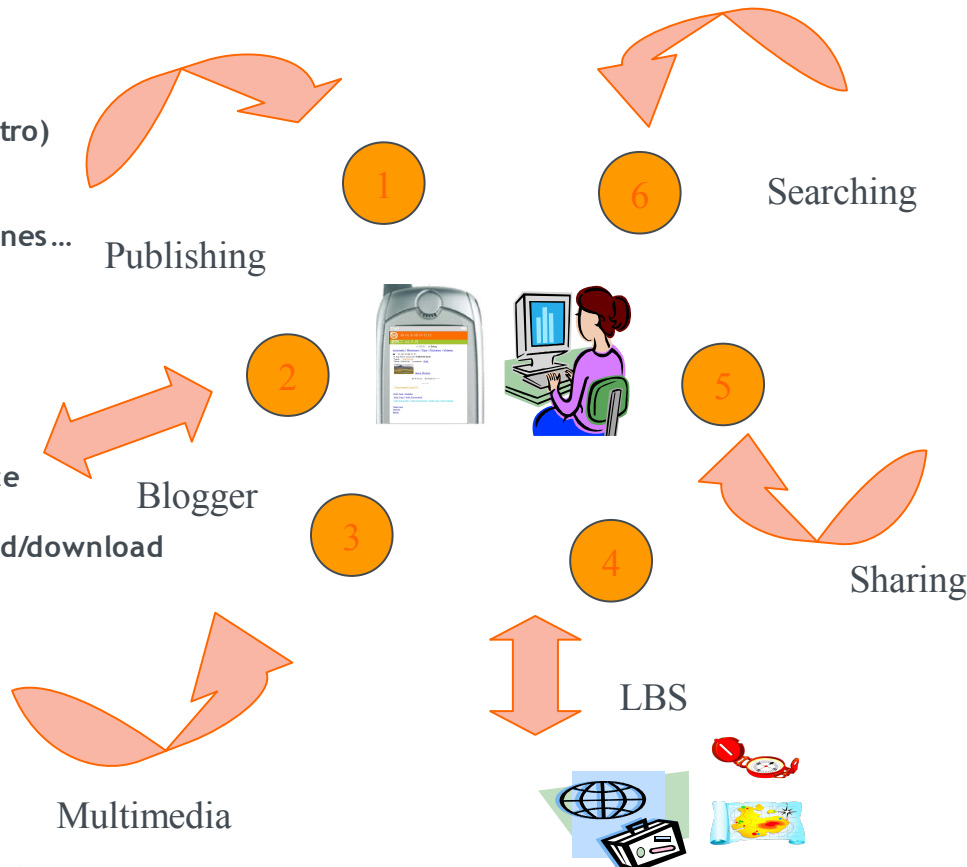
## Blog:

- Personalized experience
- Stories Editing
- Photo/video clip: upload/download
- Comments and ranking
- Tagging
- Share with others



## Multimedia tools:

- photo2video
- cartoonization



## Index and Search:

- Best ranking
- Latest journal
- Position
- Tag

## Social Group Communication

- SMS, MMS



## Location based service:

- Current position
- Nearby info
- Recommended Contents/photos



**Thanks !**