

MobileSocial

Social-networking integrated
location based services



MobileSocial

The MobileSocial framework is a software platform for the rapid development of location-based mobile applications, that are capable to use data from social networking system, for any kind of multi-user or multi-player processes. It combines capabilities of location-based services with the power of social networking sites, establishing a new range of possibilities.

Possibilities of use

- Friend or person locator
- Automated supervision of children
- Ad-Hoc fleet management
- Transportation applications
- Location-Based Social Networking applications
- Location-based Role-playing games
- Location-based Event-related services (e.g.: sports events, festivals)
- Location-based Commercial and Marketing Applications (location-based deals, ads, discount hunter)



Business services

SEARCH FOR PETROL STATIONS APPLICATION

With the help of this application a driver will be guided to the optimal place to refill based on the prices of petrol stations. The car's position is followed and updated continuously. At any time the driver is able to search for the nearest petrol stations and their price list. The application calculates where to find the cheapest petrol station and directs the driver to the exact location.



Business services

INDOOR POSITIONING APPLICATION

The Indoor Positioning Application gives the opportunity to call the nearest employee in a large building or shop so thus speeding up the workflows. The application allows indoor positioning on mobile devices, so we are able to create indoor LBS services. The function is based on Wireless Distribution Service (WDS) technology, which allows to connect wireless access points in a standard network.



Event related services

THE GATHERER a Location-based game

The Gatherer is a location-based game in which the gameplay evolves and progresses via the player's location. During the game the player's device displays a map with virtual objects, for example a ball or a bottle of beer. The player search for these objects and collect them according to the map and its own location. The application records if the player finds an object and posts it on the game's Facebook site. The player has the opportunity to post his personal experiences, site-related knowledge and his own photos.



Development framework (mobile)

The framework is connected to the basic application and allows access to all of the components of basic applications through standard interfaces in a user-friendly way.

Supported platforms:

- Symbian, Java ME
- Android
- Windows Phone 7
- iOS

Data control layer (server)

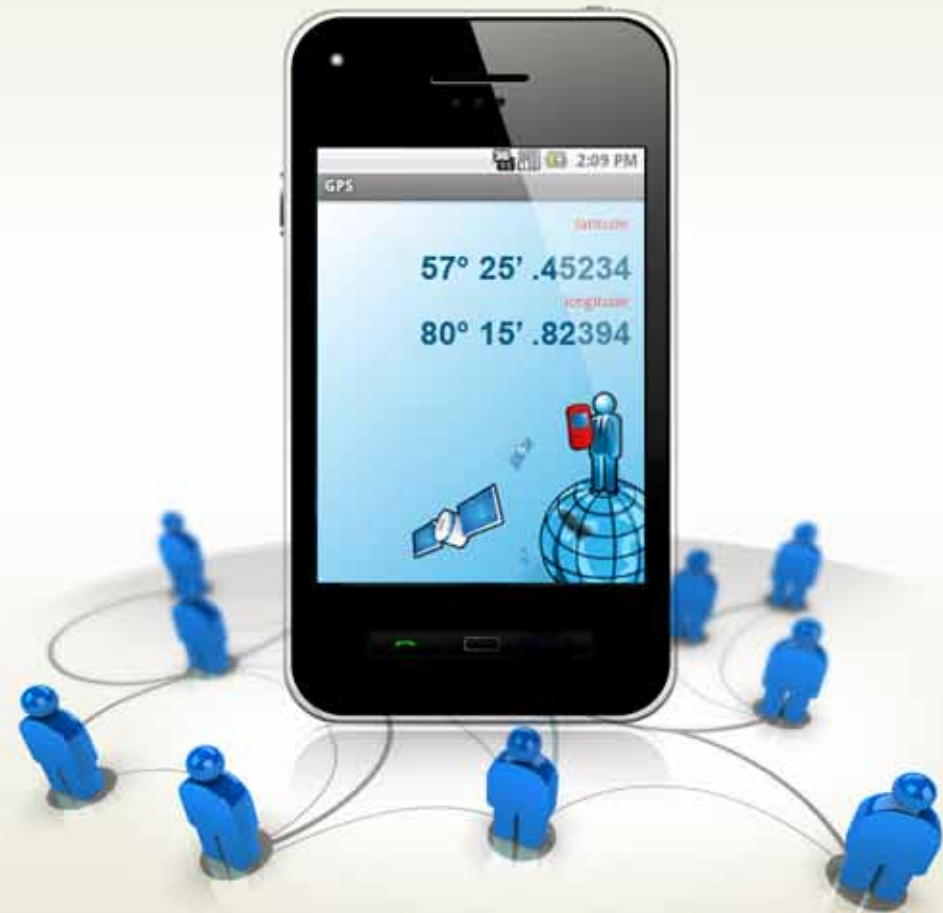
It connects the server with the mobile clients and also establishes connections between mobile clients.

Base functions

- Collecting GPS data
- Monitoring of mobile clients' status
- Controlling of mobile clients' operating model
- Remote controlling of mobile client's operating model
- Querying GPS position data of friends

Social Networking API

- Facebook API
- OpenSocial API (Google Orkut, Xing.de, iwiw.hu, etc.)
- LinkedIn (coming soon...)



ESRI Hungary Ltd.

- Globe 13 Center - 1139 **Budapest**, Teve utca 1/a-c
- Konzum Irodaház - 7621 **Pécs**, Irgalmasok u. 5. (2. em 225)
- **tel:** (+36 1) 428-8040
- **fax:** (+36 1) 428-8042
- **e-mail:** mobilesocial@esrihu.hu
- **web:** www.esrihu.hu/mobilesocial

