



## Winning the Location-based Services Game

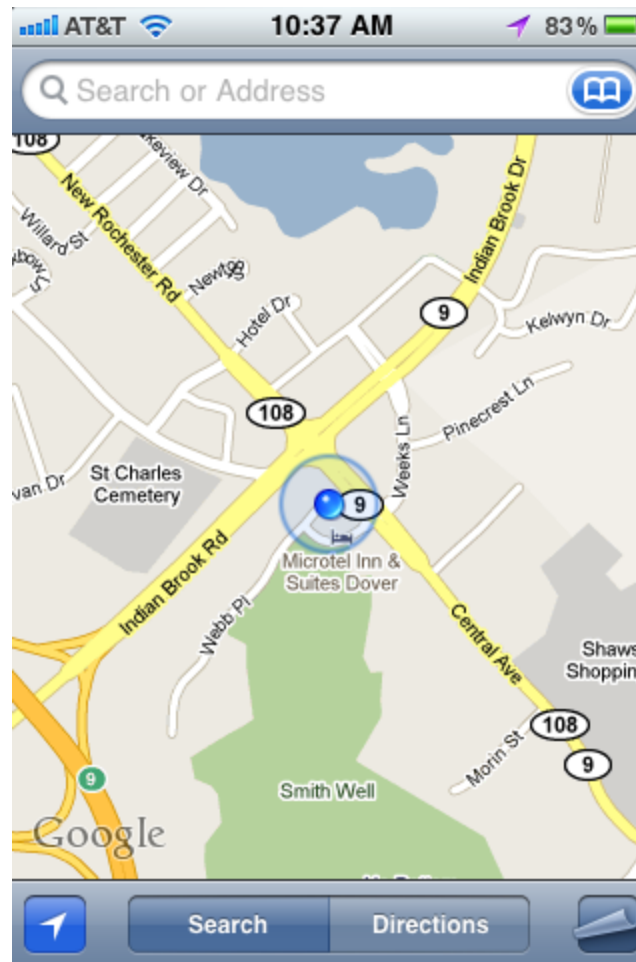
# Winning the Location-based Services Game

Before we get started...

- PodCamp – YOUR familiarity?
- Q&A session after
- Slides link will be live ~11:40
- Photo credits will be displayed at end

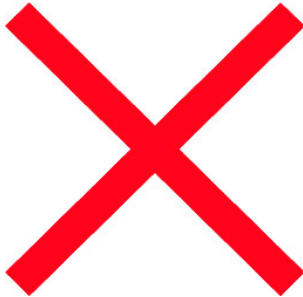
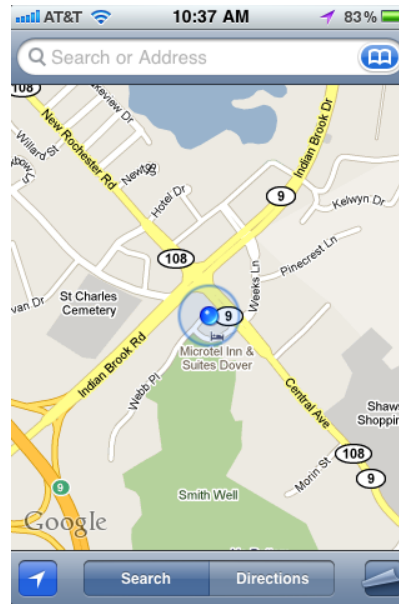
Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game



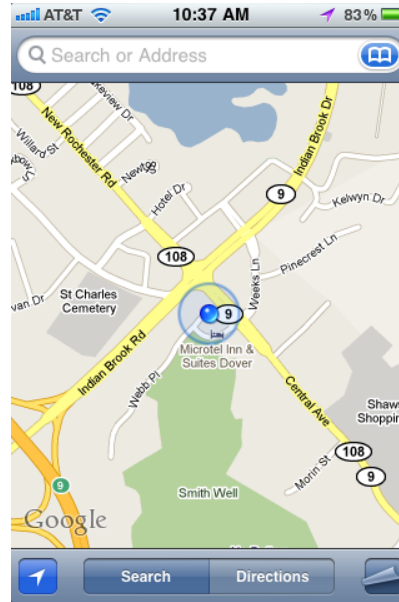
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# Winning the Location-based Services Game





# Winning the Location-based Services Game



LBS



# Winning the Location-based Services Game



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh





Order: Walter Elly ( @walterelly ) – Hashtag: #pcnh





#pcnh







A close-up photograph of a person's hand holding a circular button. The button has a bright red face and a silver-colored metal rim. The word "easy" is printed in a bold, white, sans-serif font across the center of the red face. The hand is positioned with the thumb on the left and fingers on the right, supporting the button from behind. The background is a plain, light-colored wall.

**easy**



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh





## Winning the Location-based Services Game

foursquare

Google latitude

scvngr

Gowalla

whrrl

brightkite

shopkick

yelp

myTown

facebook

loopt

MICROARTS  
CREATIVE AGENCY

## Winning the Location-based Services Game

300%

2 months

(Source: Forrester / Myxer)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

## Winning the Location-based Services Game



100,000,000

17 months

(Source: foursquare)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



## Winning the Location-based Services Game



200,000,000

2 months

(Source: foursquare)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

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loopt

MICROARTS  
CREATIVE AGENCY











Warning: Use of Location-based Services does not enable user to fly

## Winning the Location-based Services Game



= WIN

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



## Winning the Location-based Services Game



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)



## Winning the Location-based Services Game



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

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## Winning the Location-based Services Game



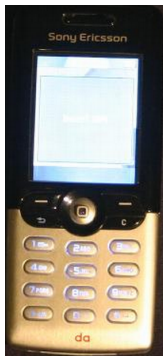
(50%)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



# Winning the Location-based Services Game

# foursquare



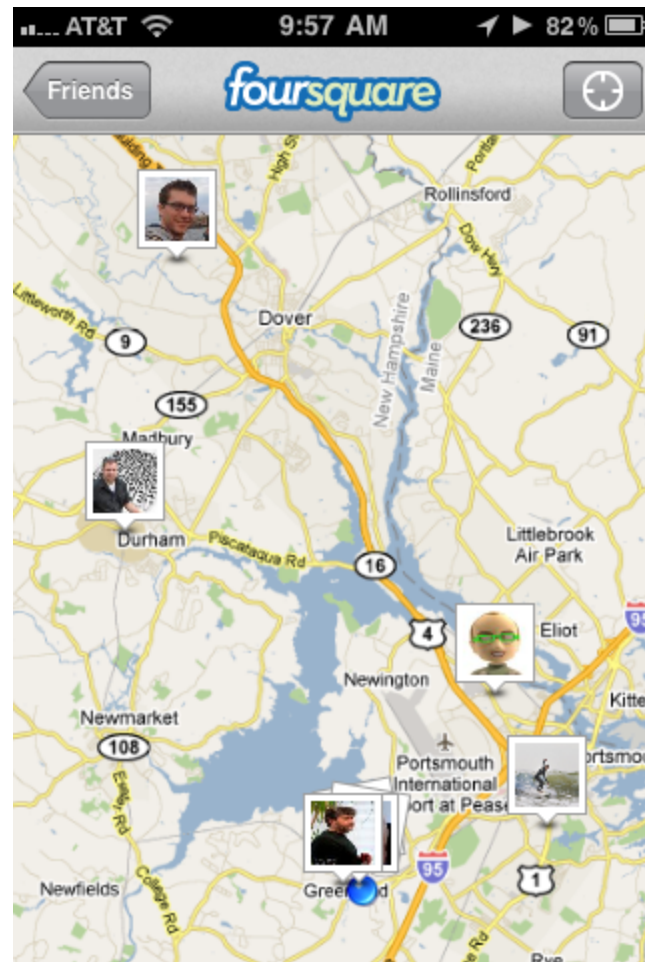
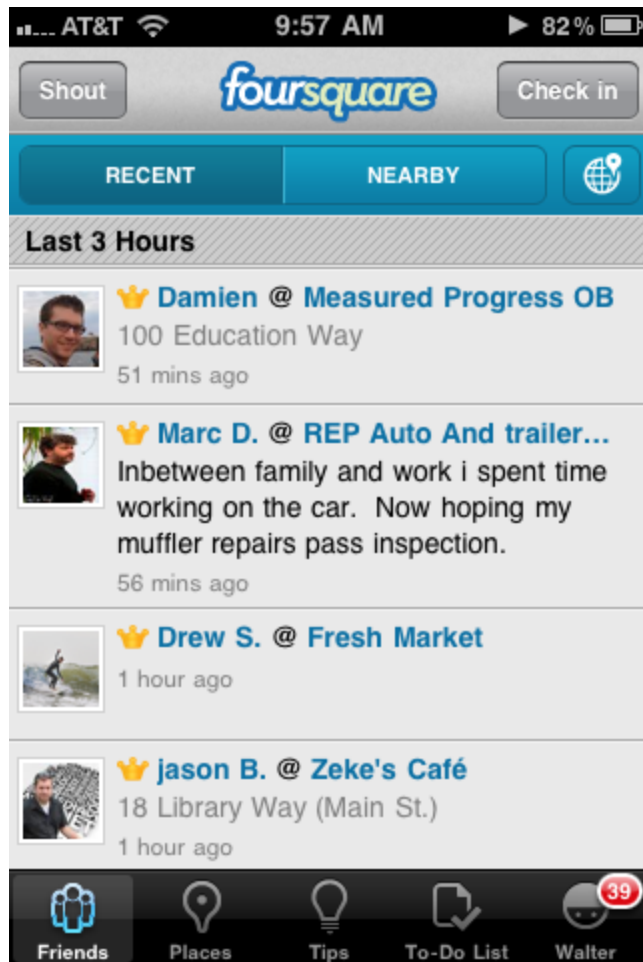
symbian  
OS

palm webOS™

MICROARTS  
CREATIVE AGENCY



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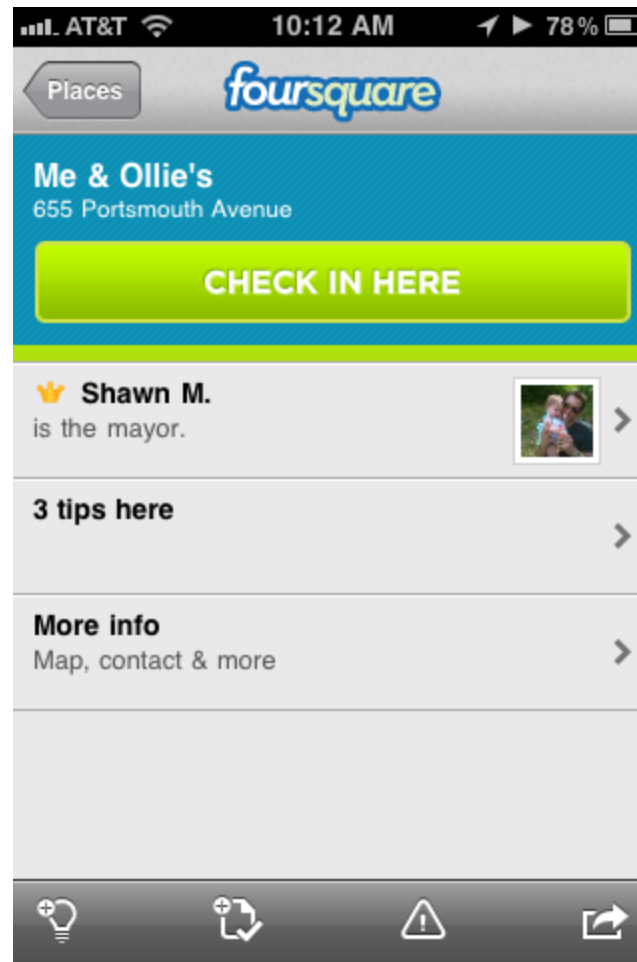
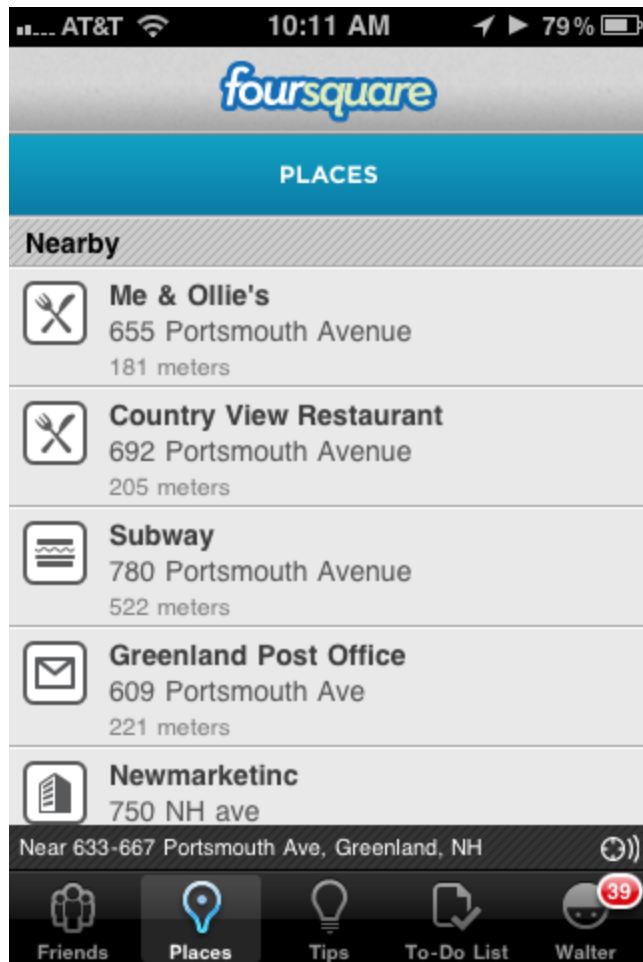
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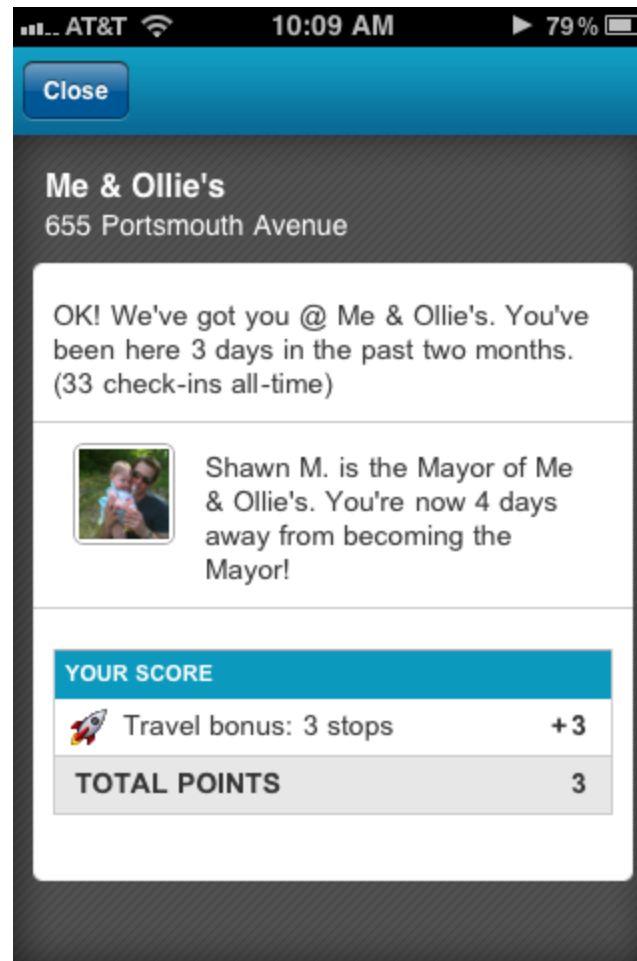
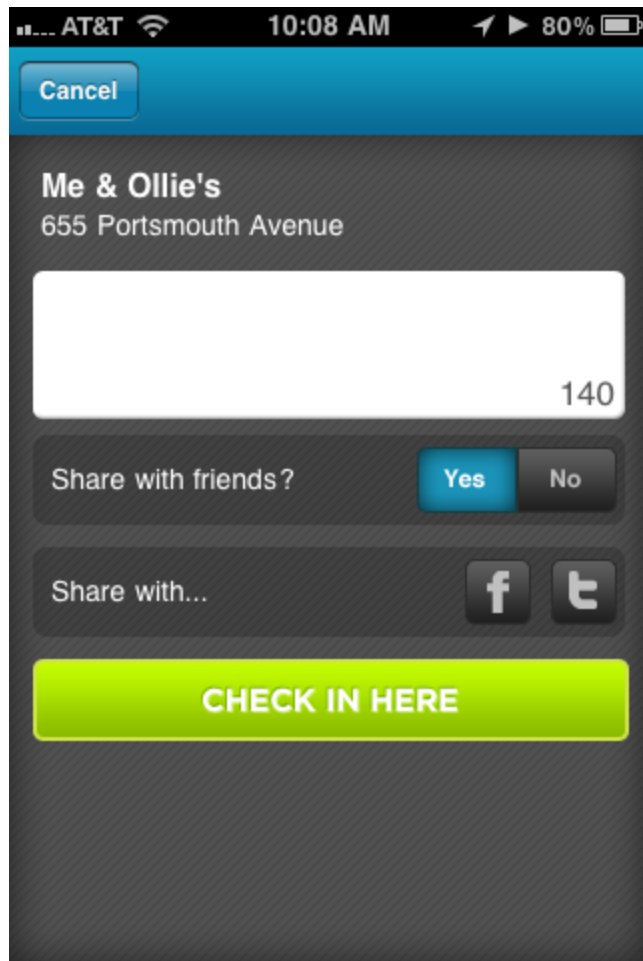
CHECK IN HERE

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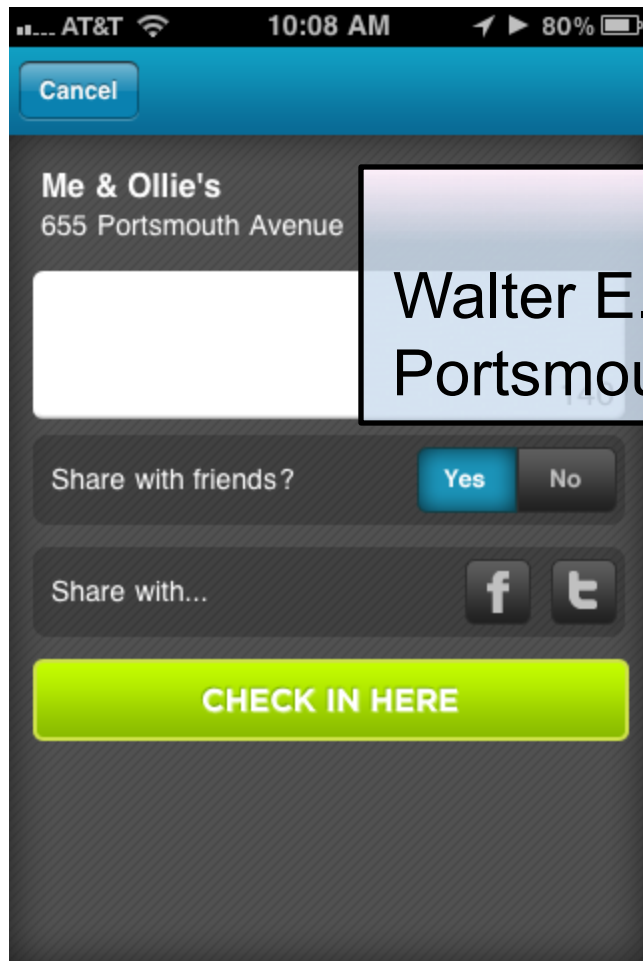
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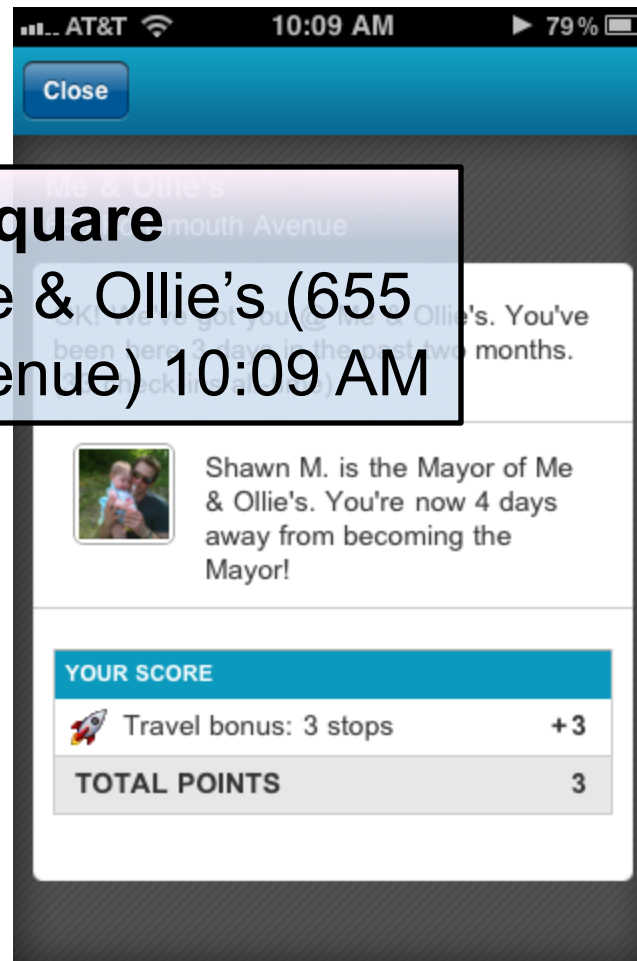
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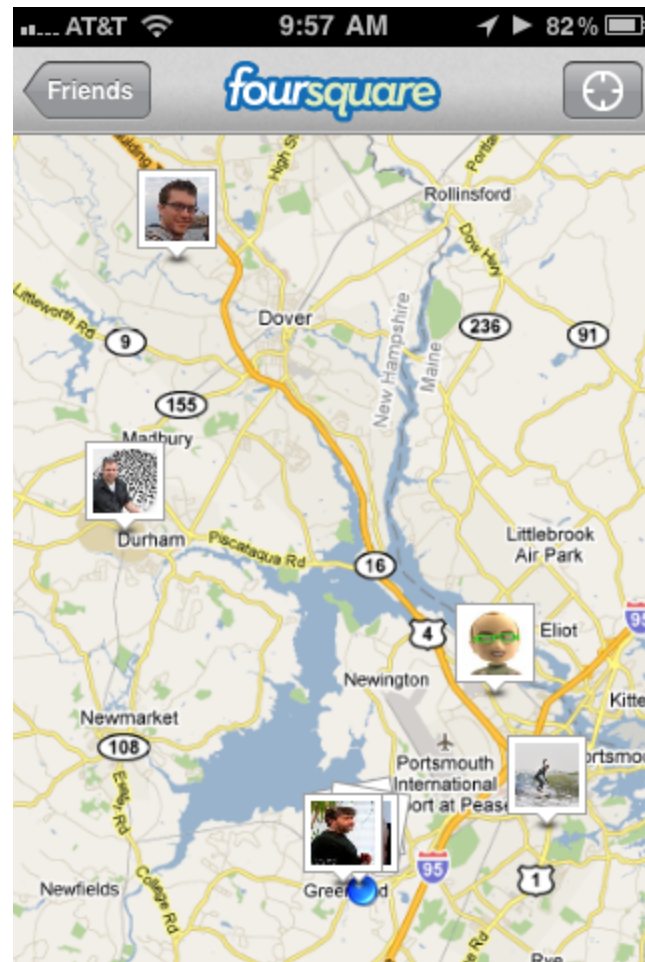
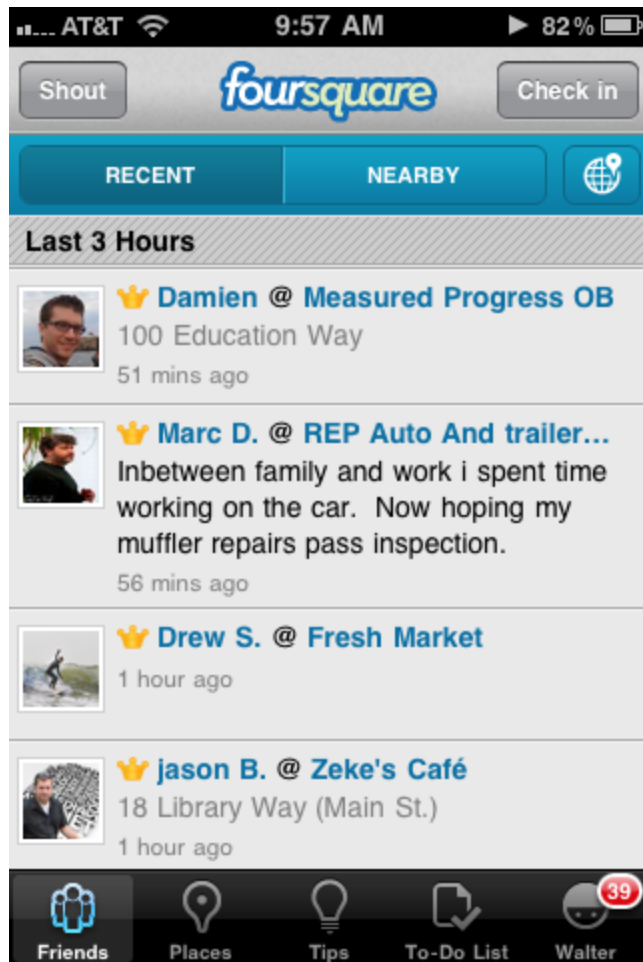
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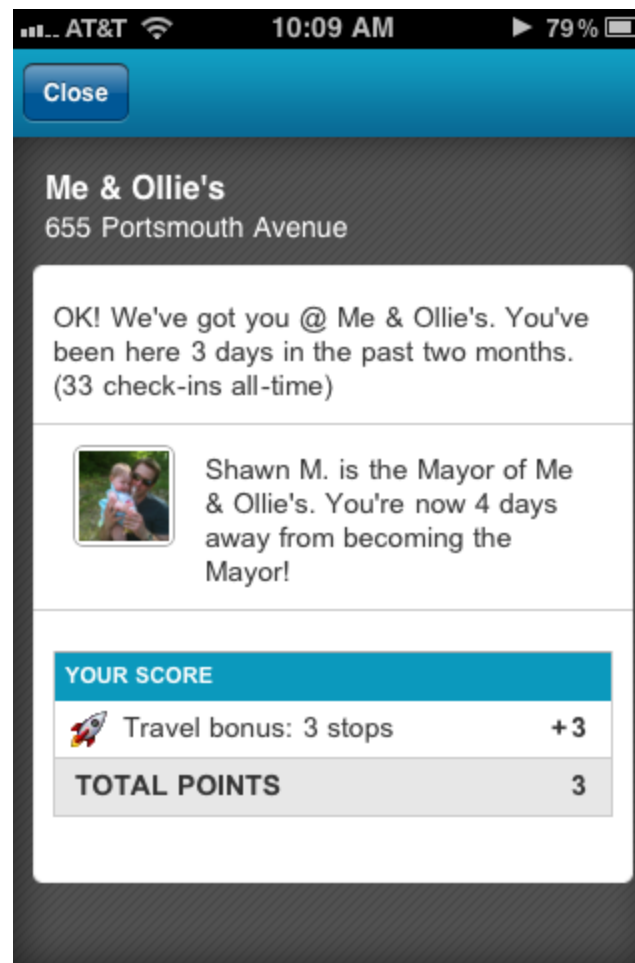
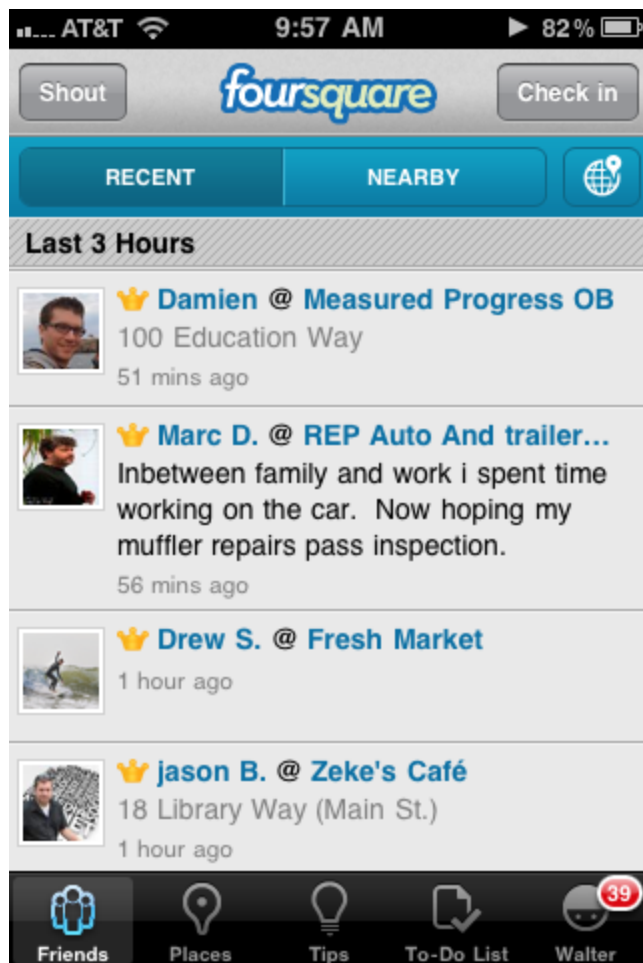
**foursquare**  
Walter E. @ Me & Ollie's (655  
Portsmouth Avenue) 10:09 AM



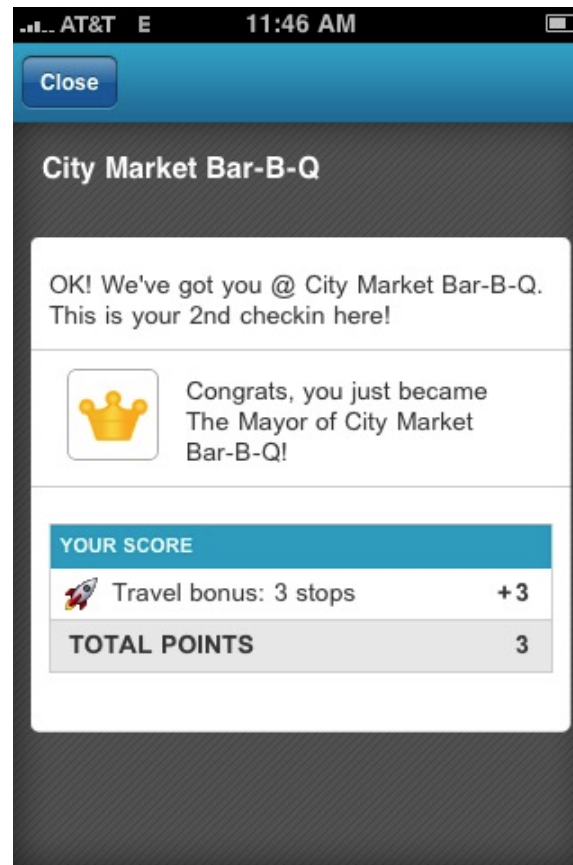
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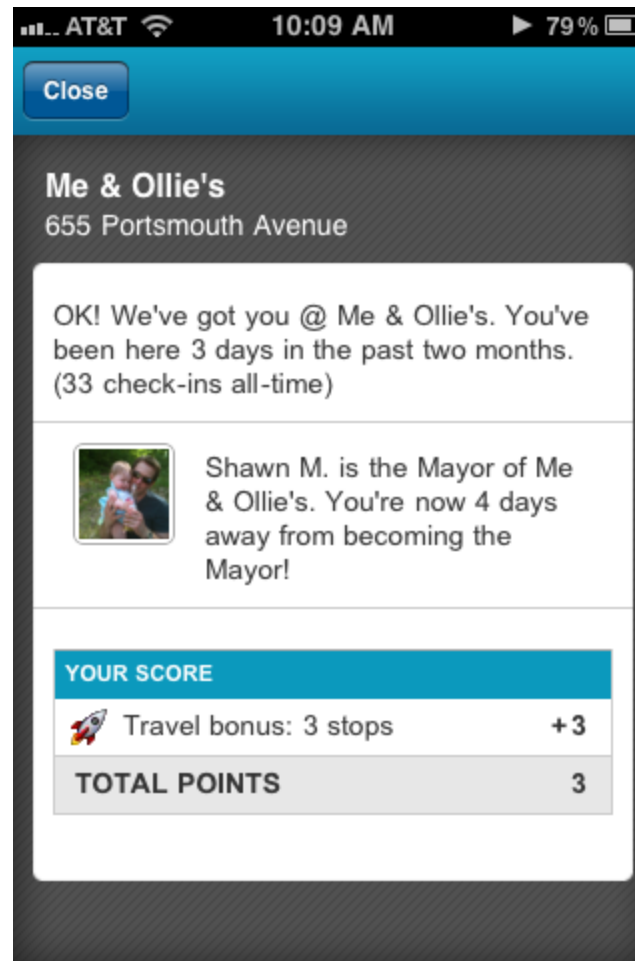
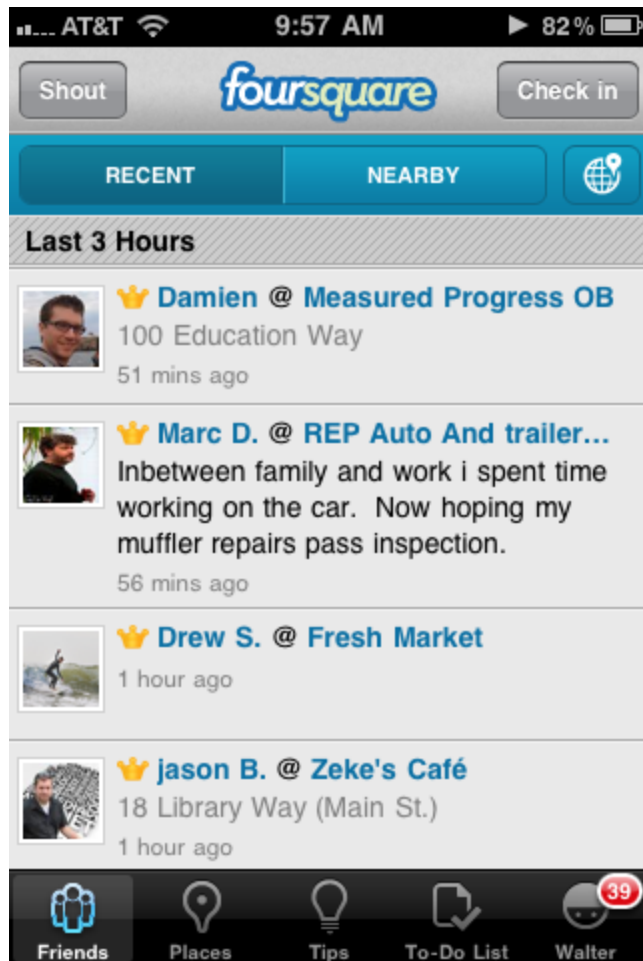


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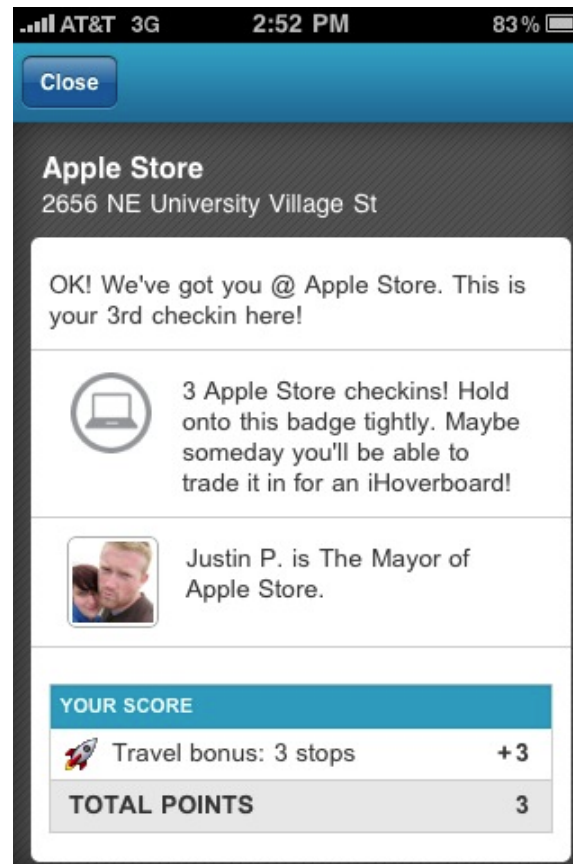


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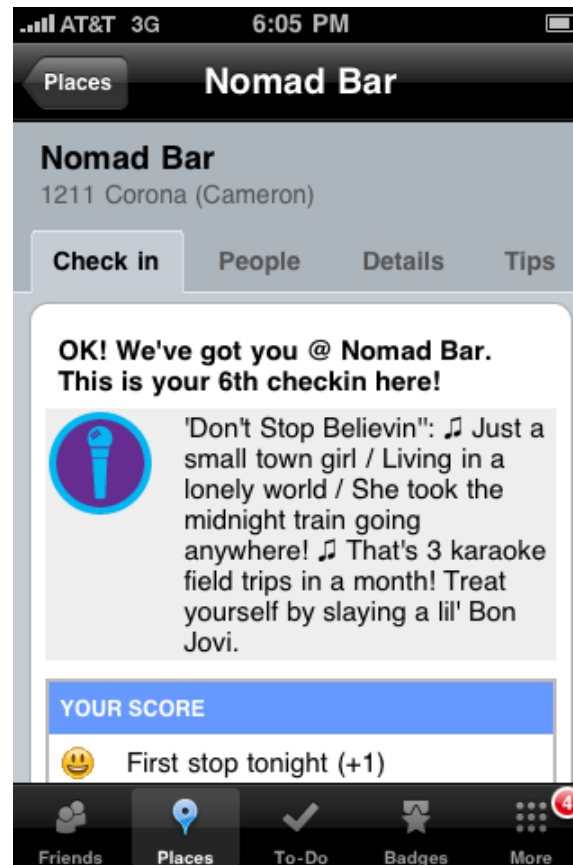
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# Winning the Location-based Services Game



## Barista

**Congrats - you've checked in at 5 different Starbucks! Be sure to pick up a double tall latte for your friend - I'm sure they'd do the same for you.**



Unlocked by **Aubrey** on Sat May 29, 2010 at 6:34 PM @ **Starbucks Coffee** in Seabrook, NH.

# Winning the Location-based Services Game



## 2010 VMA Moonman

We're really happy for you, and we're gonna let you finish, but be sure to watch the **2010 MTV Video Music Awards on Sept. 12th! Rock Out!**



Unlocked by **Brian D.** on Thu Sep 2, 2010 at 7:06 PM @ **The Press Room** in Portsmouth, NH.

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

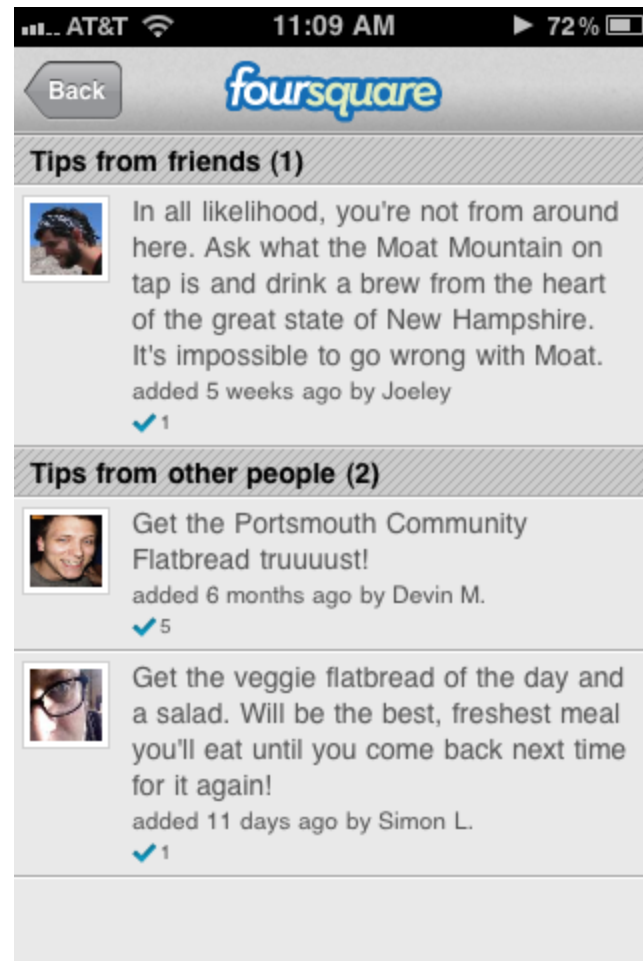
## Winning the Location-based Services Game

**foursquare**

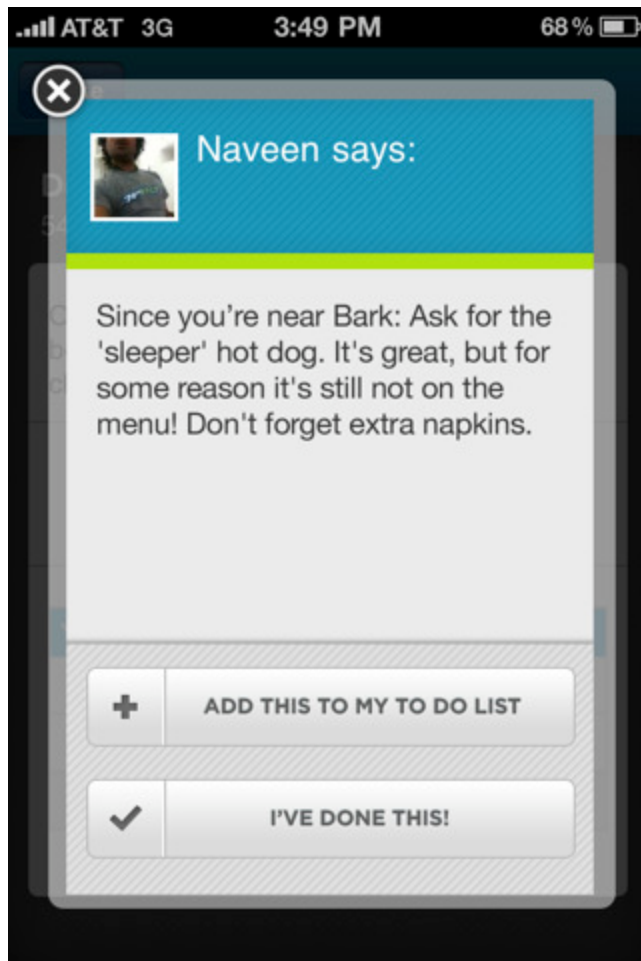




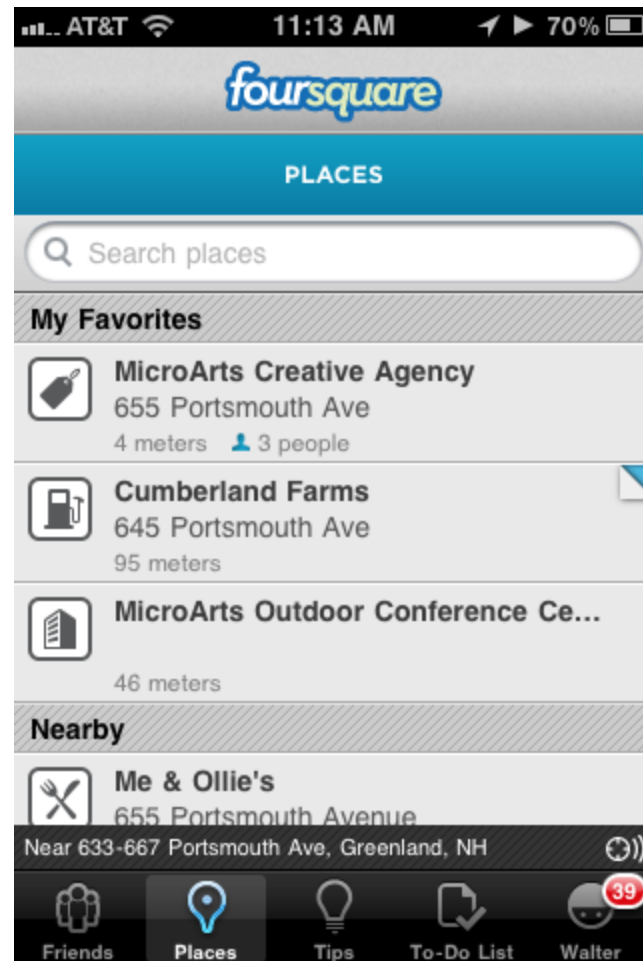
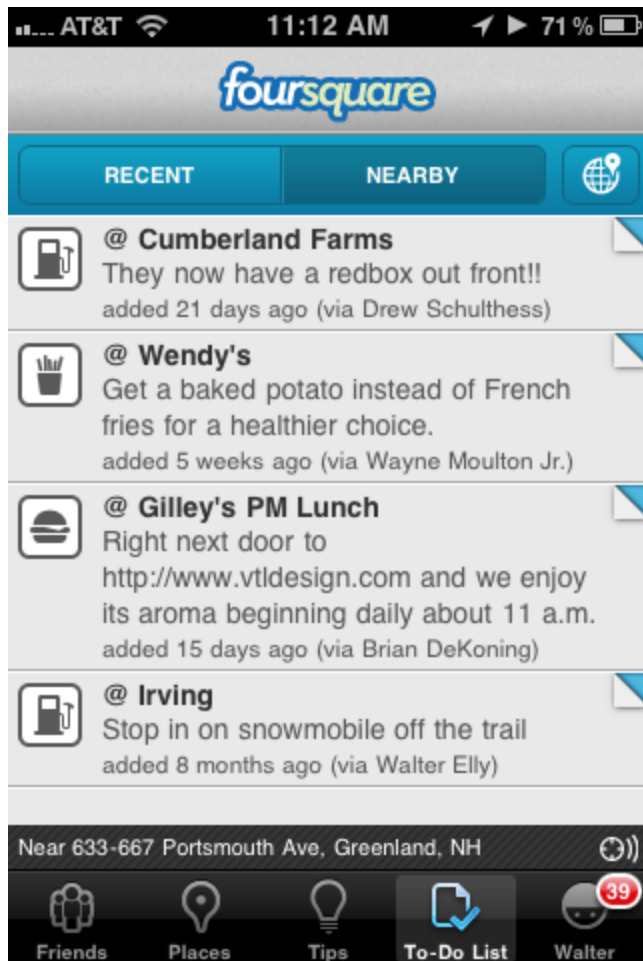
# Winning the Location-based Services Game



# Winning the Location-based Services Game



# Winning the Location-based Services Game





# Winning the Location-based Services Game



**CHECK-IN**  
to HISTORY on *foursquare*

Check in to show your inner foodie  
with Zagat and Foursquare.



GET STOKED ON YOUR CITY

**AlliSPORTS.COM**

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



# Winning the Location-based Services Game



**CHECK-IN**  
to HISTORY on *foursquare*



## Soldiers Field Park

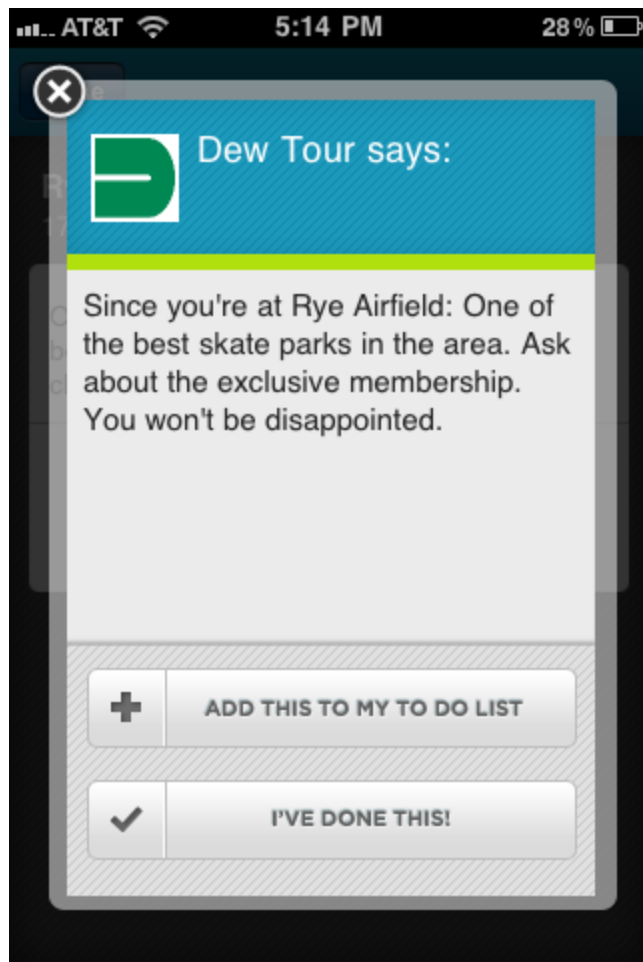
During a game here between Brooklyn & Harvard in 1867, Brooklyn hurler Candy Cummings tried out his new pitch: the curveball. His invention of the curveball got him elected to the Hall of Fame in 1939

✓ 31 | via [HISTORY Channel](#)



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# Winning the Location-based Services Game





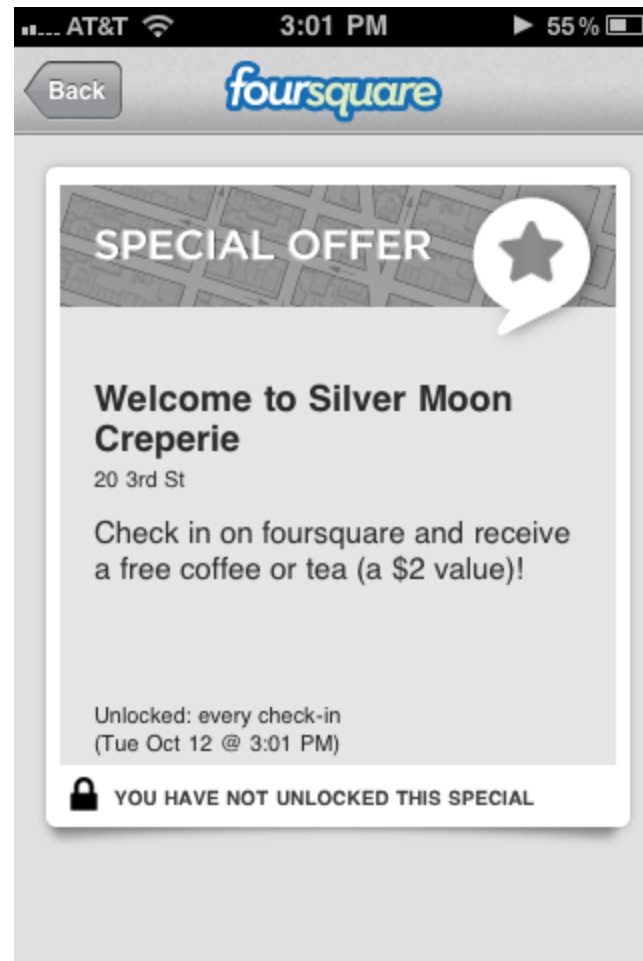




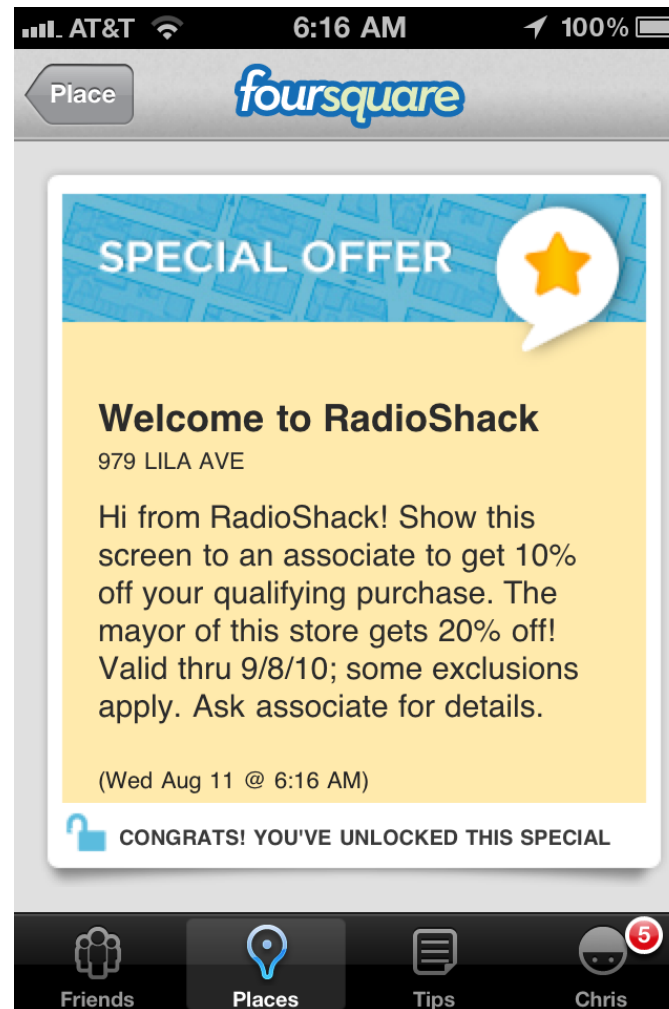
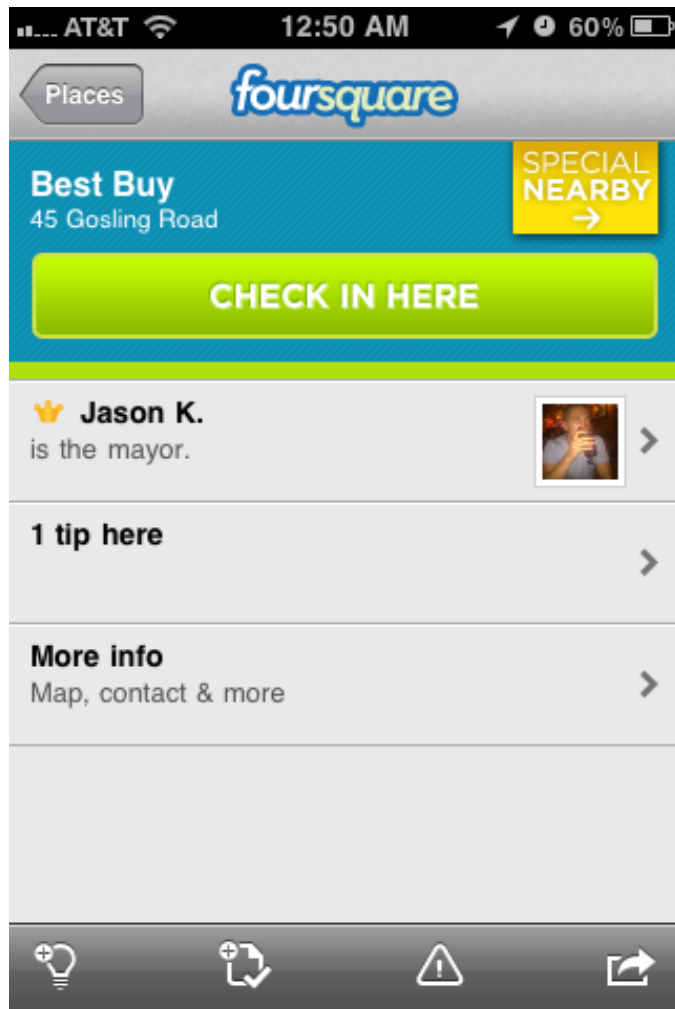
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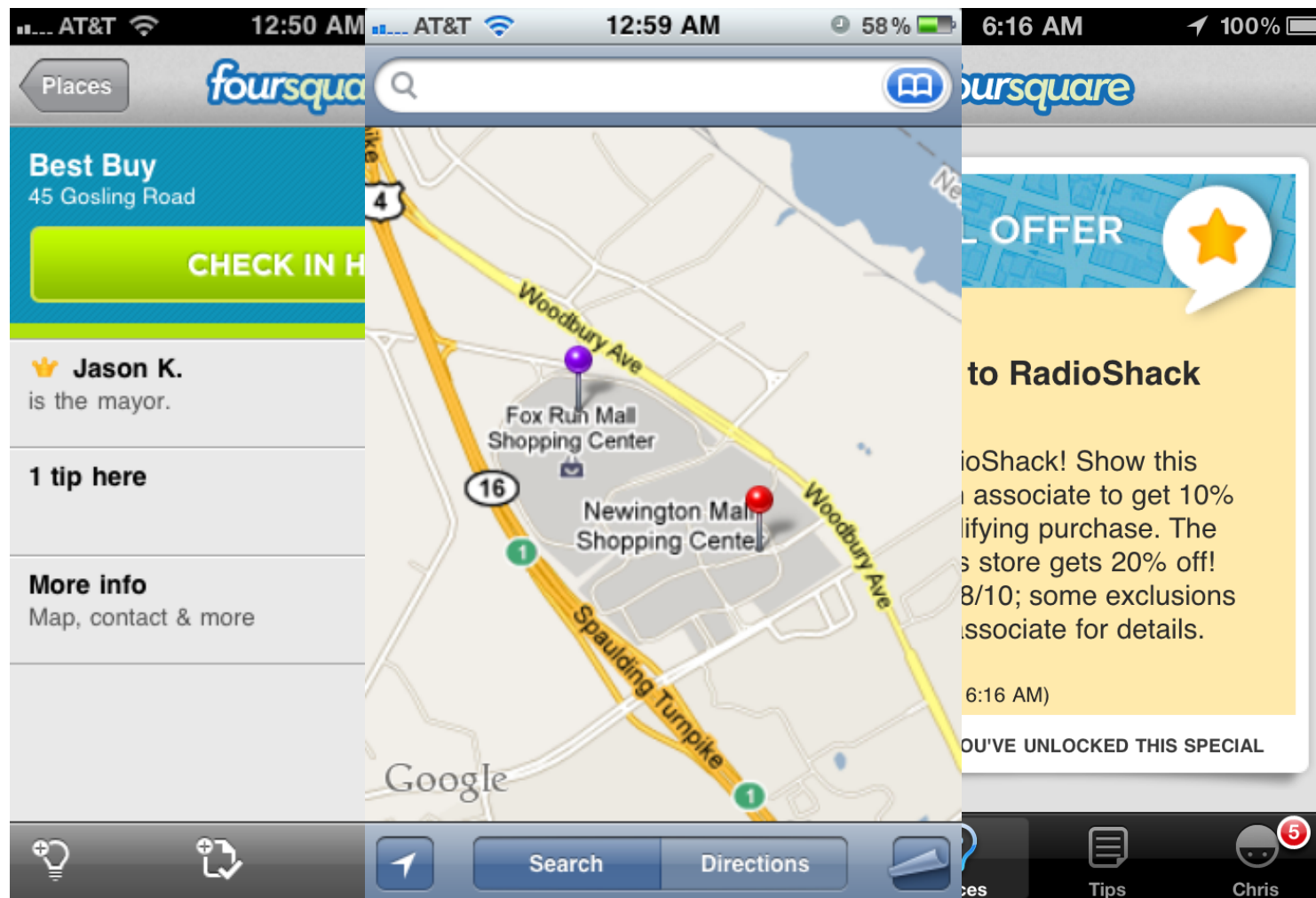
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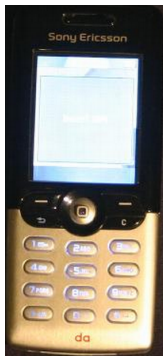






# Winning the Location-based Services Game

# foursquare



symbian  
OS

palm webOS™

MICROARTS  
CREATIVE AGENCY

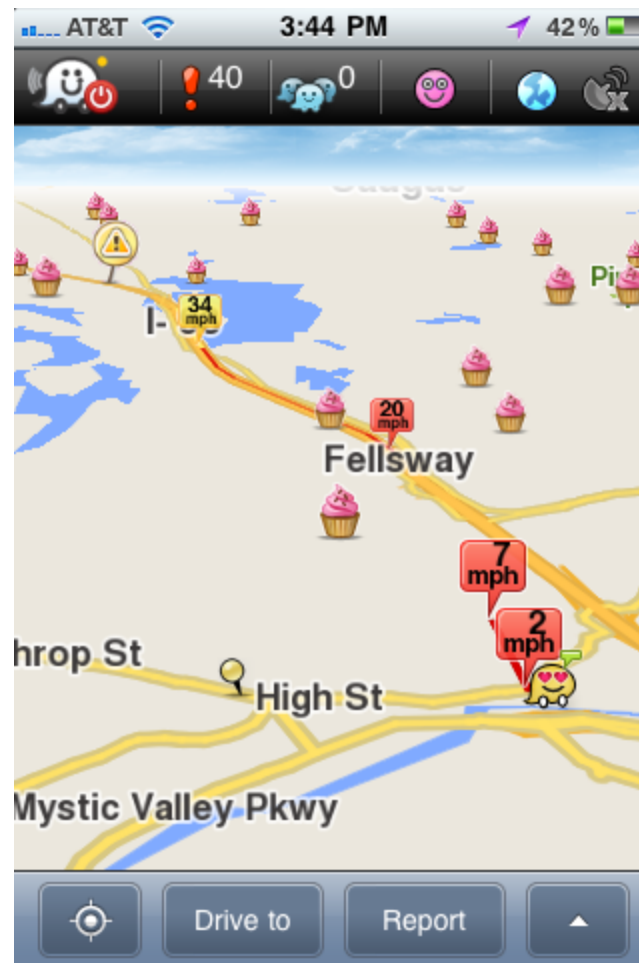
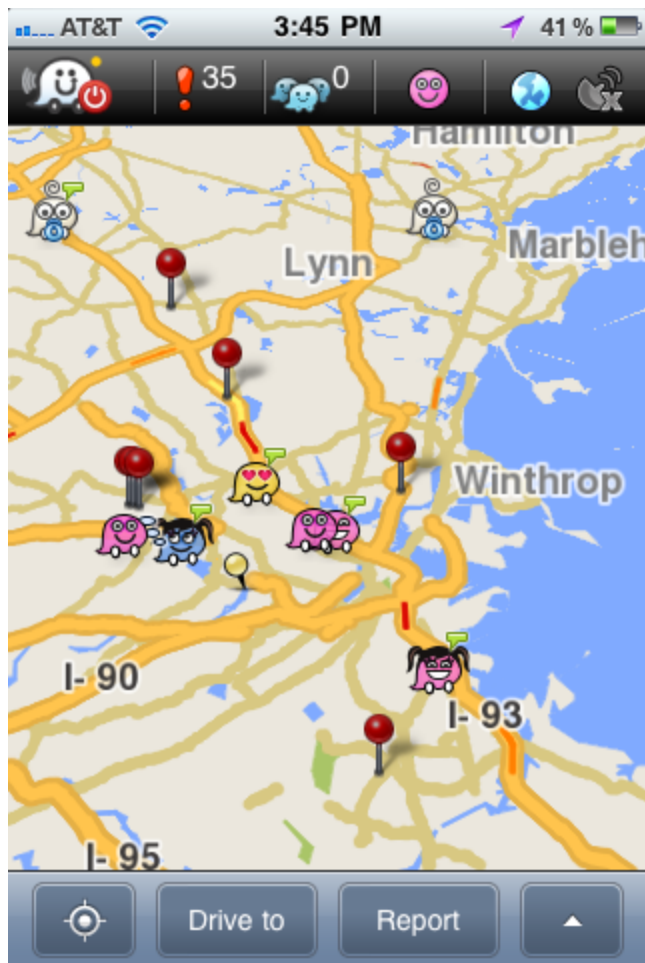
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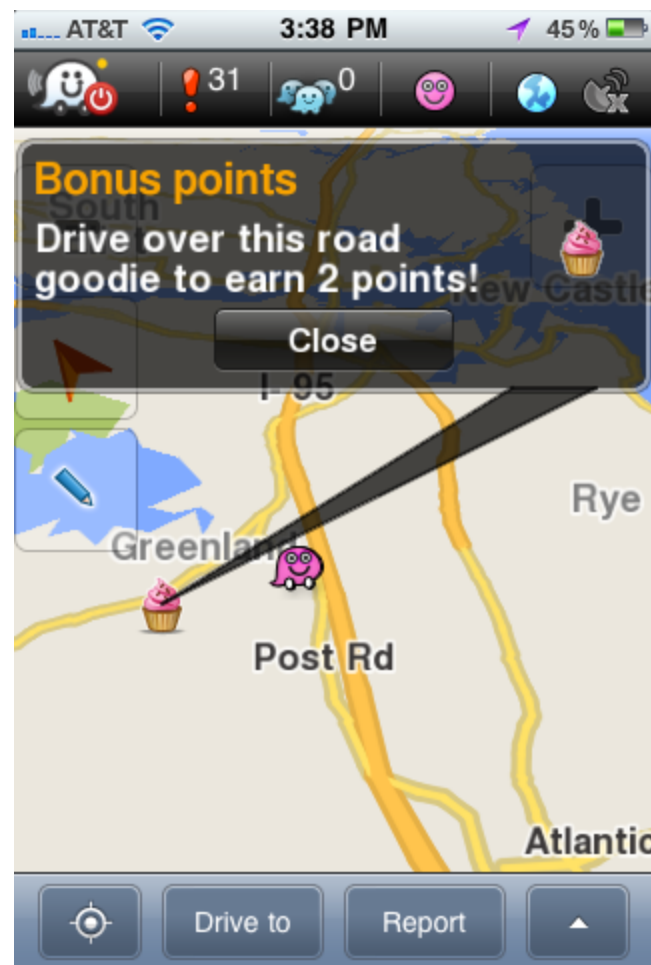
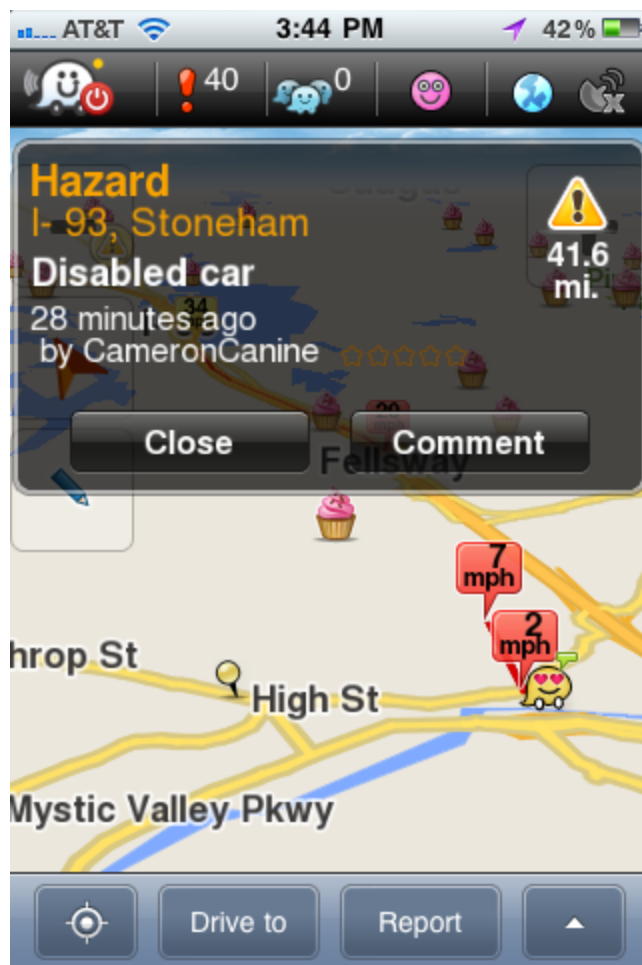


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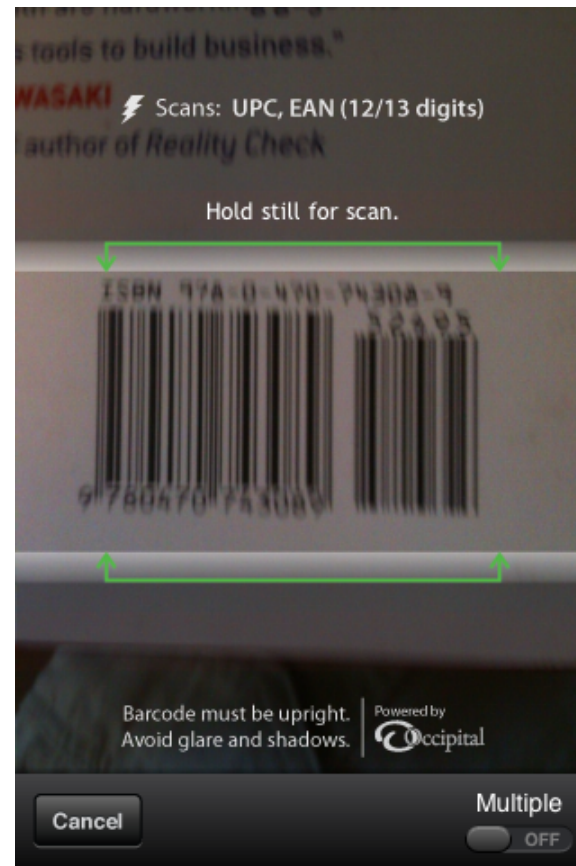
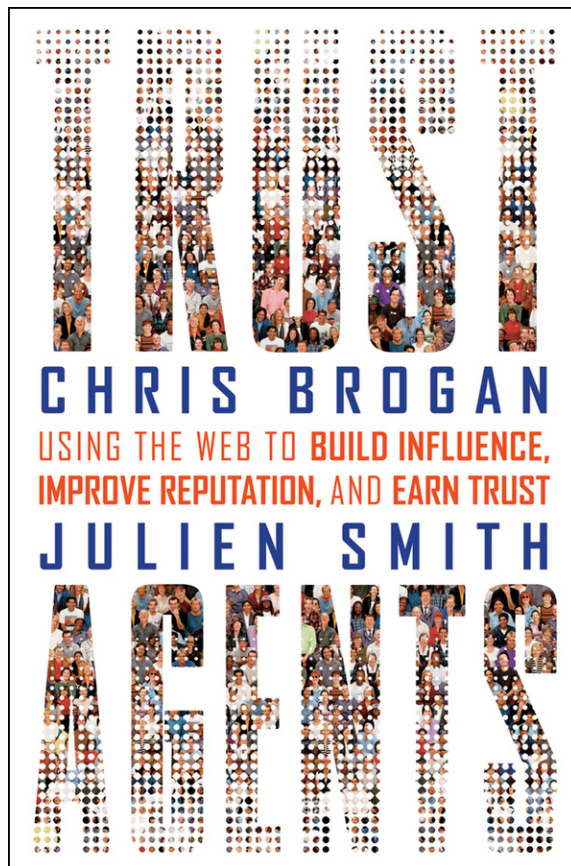




# Winning the Location-based Services Game



# Winning the Location-based Services Game



# Winning the Location-based Services Game



AT&T 3:09 PM 52%

Scans Results

**Trust Agents**

From \$6.92 online / \$0.00 local

All (30) Local (1)

Google Search Results

Trust Agents: Using the We...	\$7.14	>
Textbooks.com		
Trust Agents: Using the We...	\$7.96	>
ValoreBooks.com		
Trust Agents: Using the We...	\$8.97	>
McKenzieBooks.com		
Trust Agents: Using the We...	\$13.50	>
Walmart		
Trust Agents: Using the We...	\$13.99	>
ValoreBooks.com		
Trust Agents: Using the We...	\$15.71	>
LangtonInfo.com		

AT&T 3:09 PM 52%

Scans Results

**Trust Agents**

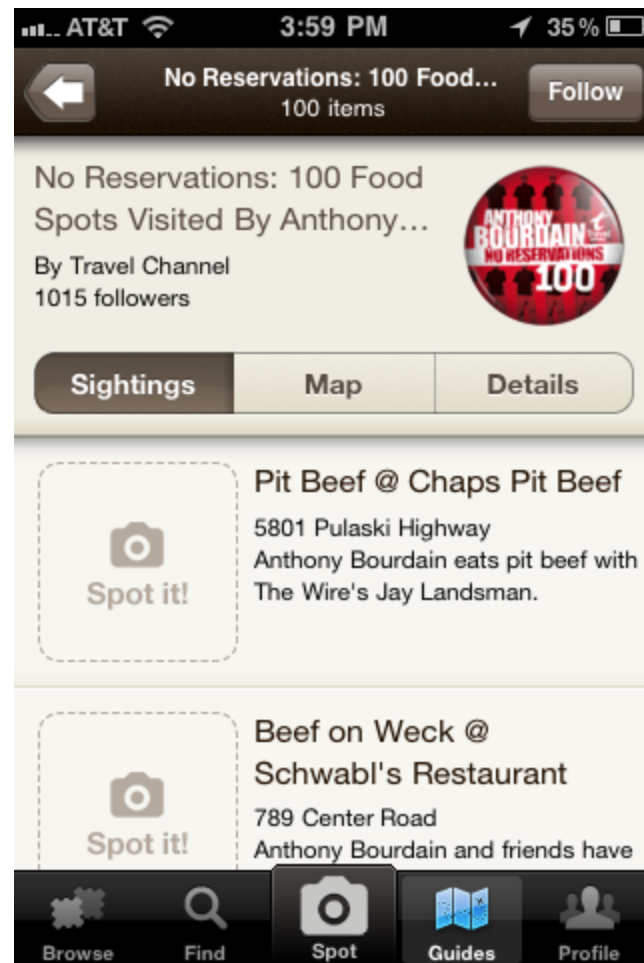
From \$0.00 local

All (30) Local (1)

Local Libraries Call for availability

Merrimack Val Library Cons...	\$0.00	>
N. ANDOVER, MA 25.1 mi		

# Winning the Location-based Services Game











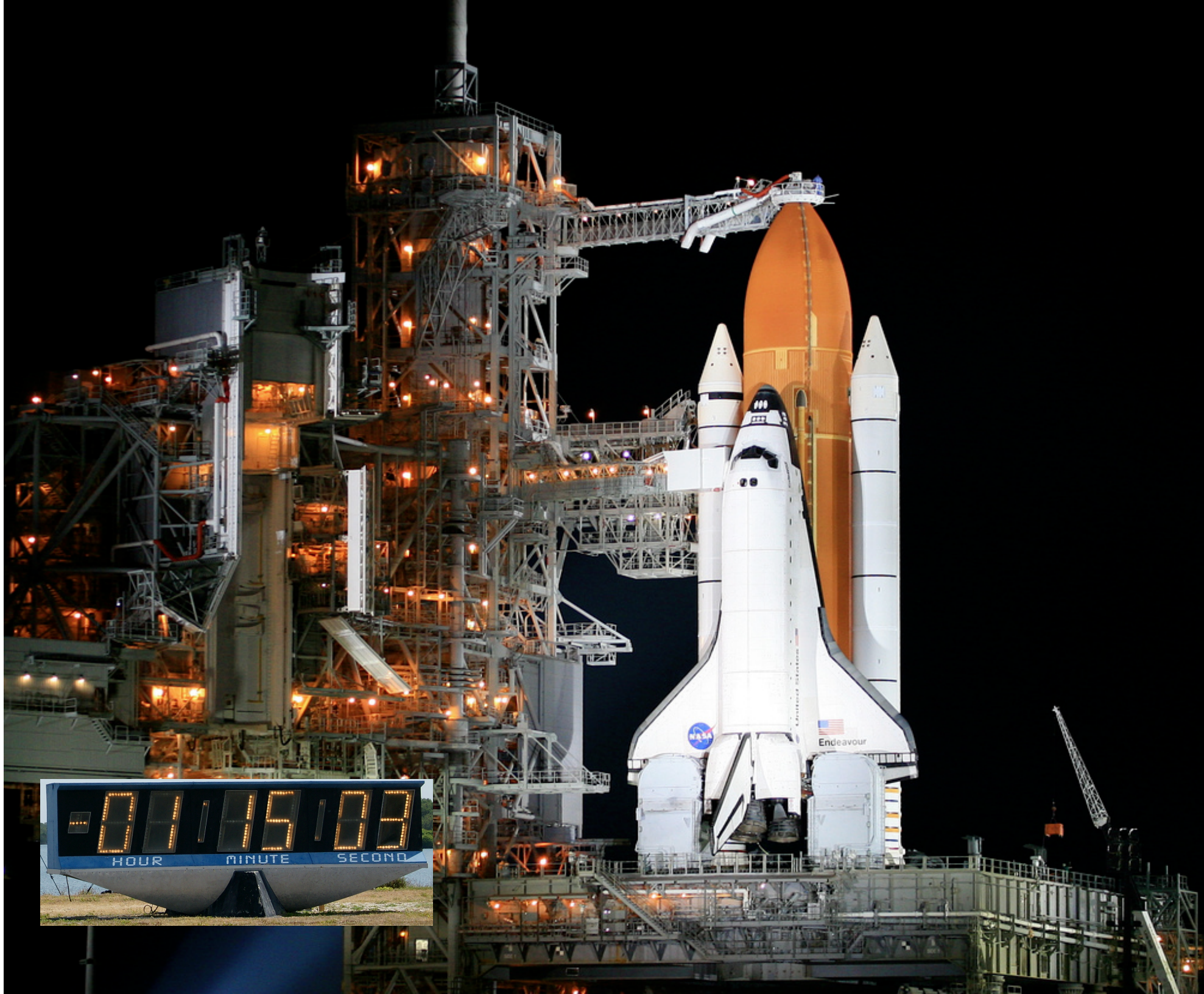






A WINNER IS YOU







# Winning the Location-based Services Game (For Biz)



## Winning the Location-based Services Game (For Biz)



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

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## Winning the Location-based Services Game (For Biz)



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)



Do you manage this venue? [Claim here](#)



 [Work Here? Unlock This Business Page](#)



[Is this your business?](#)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)



**Name:**  
MicroArts Creative Agency

**Address:**  
655 Portsmouth Ave  
Not sure? Check [Google Maps](#).

**Cross Street:**  
  
Like: "at 5th Ave" or "btw Essex & Rivington".

**City:**  
Greenland

**State/Country:**  
NH

**Postal Code:**  
03840

**Lat/Long:**  
43.03580345730304, -70.8437490

**Twitter:**  
@microarts

**Phone:**  
6034301110

☐ Automatically move the pin location based on the (new) address.  
This venue's pin location has been hand-edited by a human.

**Edit Venue**

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh





## Winning the Location-based Services Game (For Biz)



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)



**Ben F.**

Good coffee and great conversation.

✓ 2 · April 6, 2010



**Kate K.**

They forgot my food again.... but gave me a cookie in penance. I'll take it. The bread is good, the sandwiches are eh, but don't bother stopping if you're in any kind of hurry.

✓ 1 · 5 days ago



**Jeff D.**

Worst place ever. Slow and rude service. Food that is okay but greasy and not much better than dinkins. Also who doesn't open before 7 for breakfast? Opened at 710 and their pos didn't work. Shame

✓ 1 · April 16, 2010

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)



## Key metrics

Overview of activity

Total Checkins	52
Unique Visitors	45
Sent to Twitter	11%
Sent to Facebook	3%
Men   Women	59%   38%

## Time Breakdown

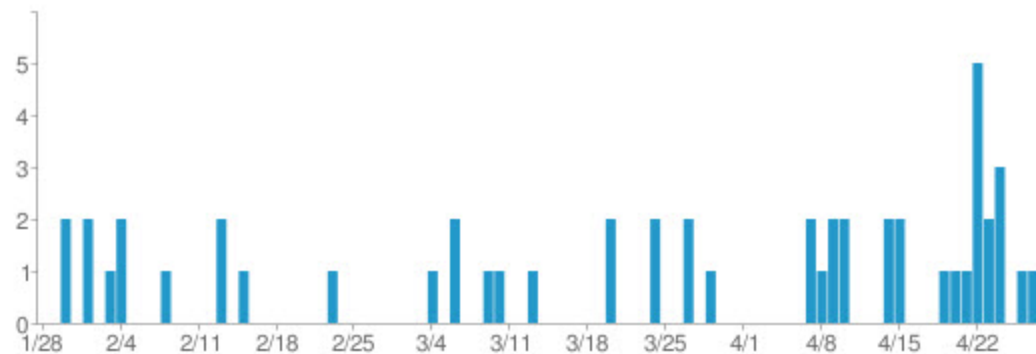
When visitors are checking in



- 78% Morning (6am-12pm)
- 21% Afternoon (12pm-5pm)
- 0% Evening (5pm-12am)
- 0% Late Night (12am-6am)

## All Checkins

Detailed listing of all checkins







# Winning the Location-based Services Game (For Biz)




**MAYOR** (LAST 60 DAYS)

**Aubrey**  
36 checkins



## Top Visitors

Users who have checked in the most

**Walter E.**  
17 checkins

@walterelly

**Monica W.**  
4 checkins

@monicawright

**Aubrey**  
2 checkins


@starshaped

## Most Recent Checkins

Most recent visitors

**Walter E.**  
195 checkins

@walterelly  
10/5 (11:42AM)

**Joeley**  
6 checkins

@joeley  
9/28 (2:48PM)

**Monica W.**  
65 checkins

@monicawright  
9/23 (12:24PM)

**Karen S.**  
2 checkins

7/29 (12:52PM)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



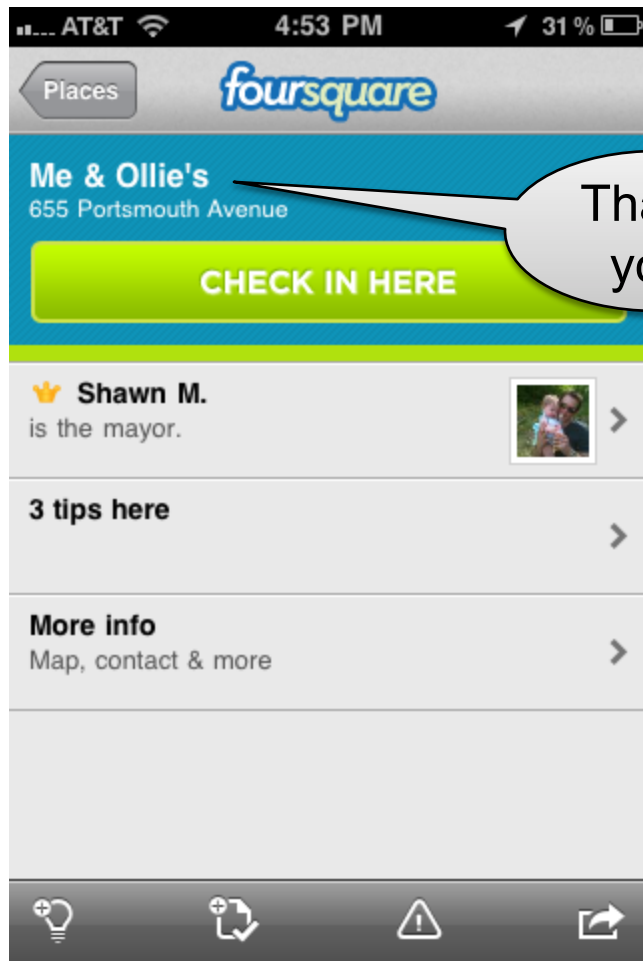
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Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



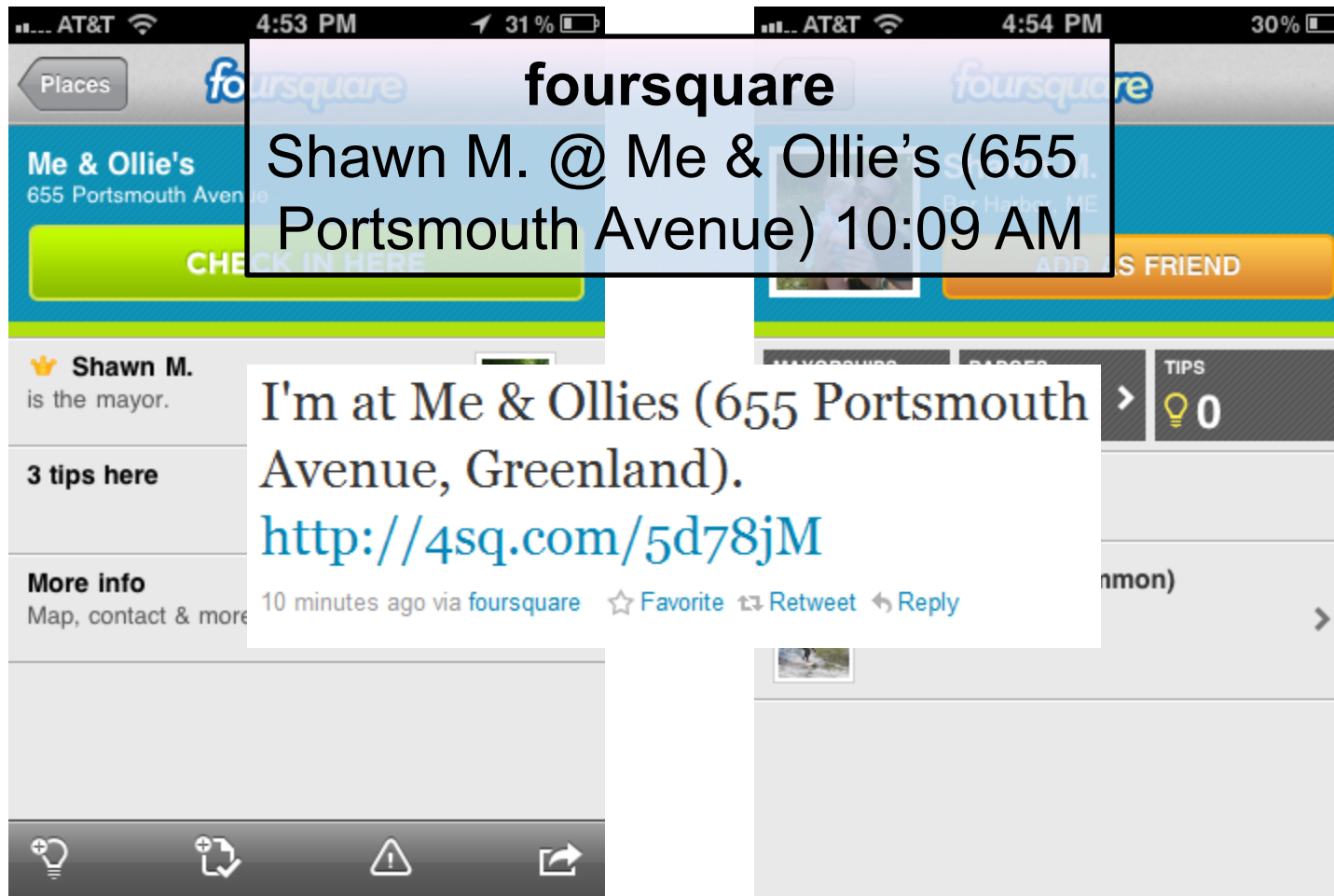
# Winning the Location-based Services Game (For Biz)



Thank  
you!



# Winning the Location-based Services Game (For Biz)



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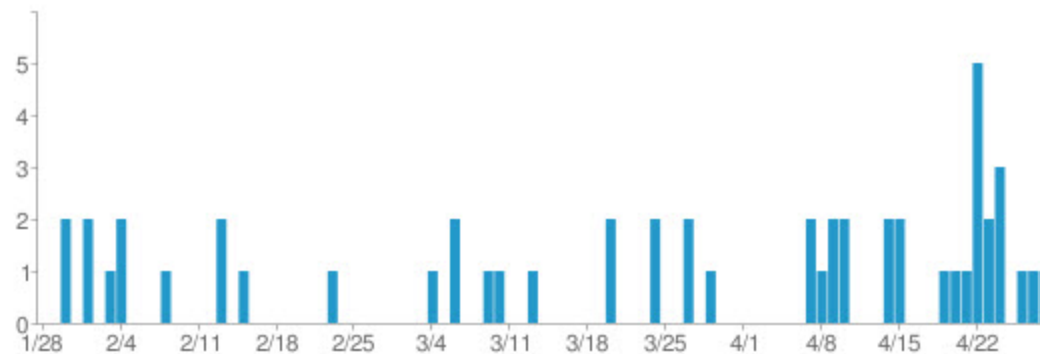
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**foursquare**



Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

# Winning the Location-based Services Game (For Biz)

**foursquare**



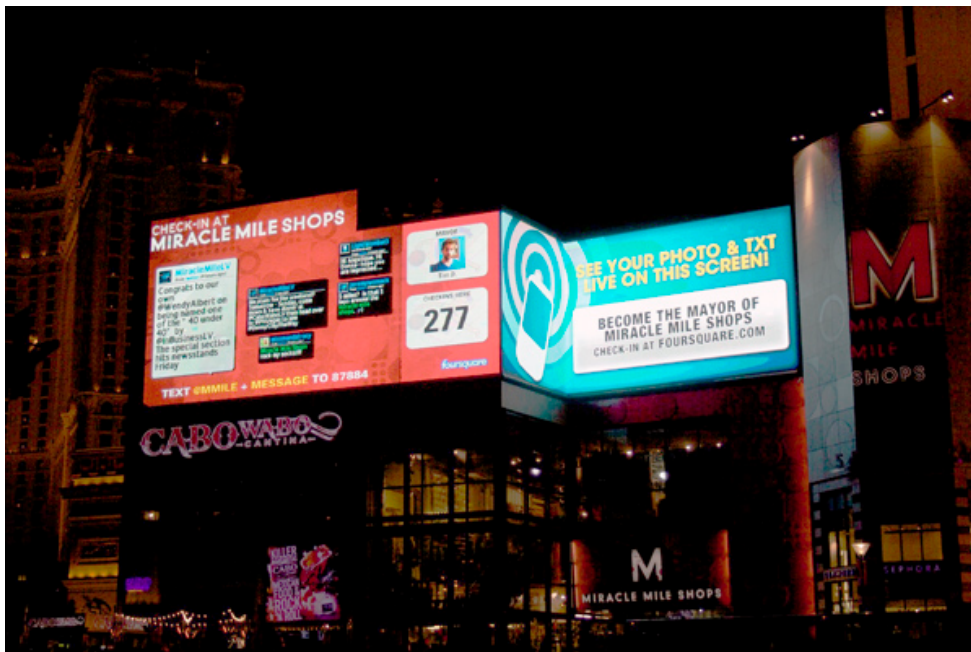
# Winning the Location-based Services Game (For Biz)

foursquare





# Winning the Location-based Services Game (For Biz)




Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



# Winning the Location-based Services Game (For Biz)





fanpagetest 

[Get Started](#) [Wall](#) [Info](#) [Photos](#) [Discussions](#) [Foursquare](#) [»](#) [+](#)

## Bowery Wine Company

... on [foursquare](#)  
13 E 1st St  
New York, NY 10003

**Mayor**

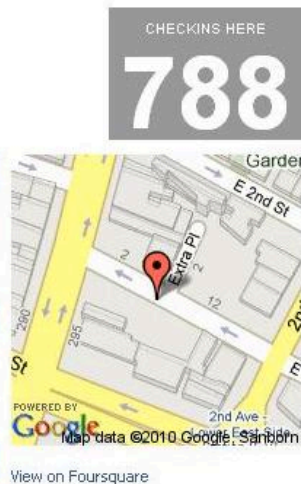
 **Mel** is currently the mayor and has checked in 19 times. 

**Offers**

If you're the mayor, show the bartender and your first drink is free! (beer or house wine, please)

**Tips**

- “ **Alexandre:** The service is not really good but the pizza is absolutely amazing”
- “ **Anna:** Sit outside, enjoy the music and a glass of wine.”
- “ **Peter:** good selection of port.”
- “ **Jon:** dan m. drop being th mayor! I want my free drink!”
- “ **Jean:** Go to the Bowery Wine Company for Social Media Mafia Networking Party, tonight.”



207 2nd Ave  
at E 13th St  
New York 10003

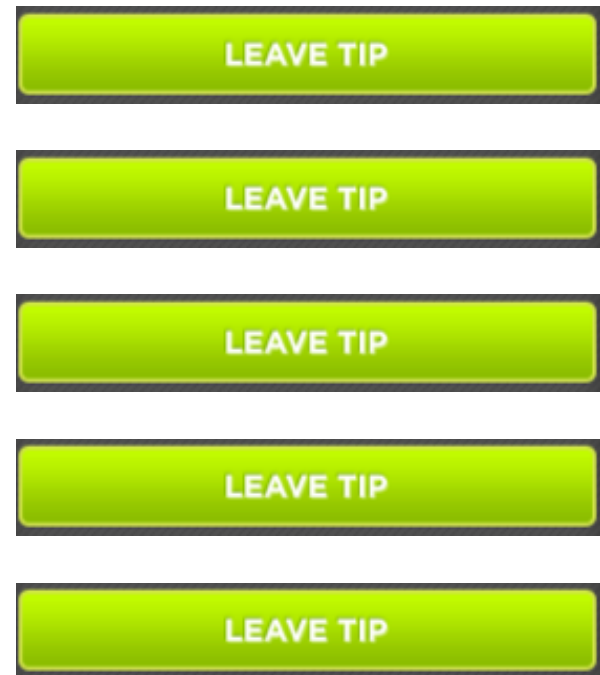
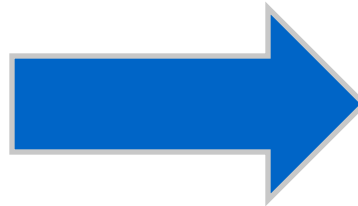
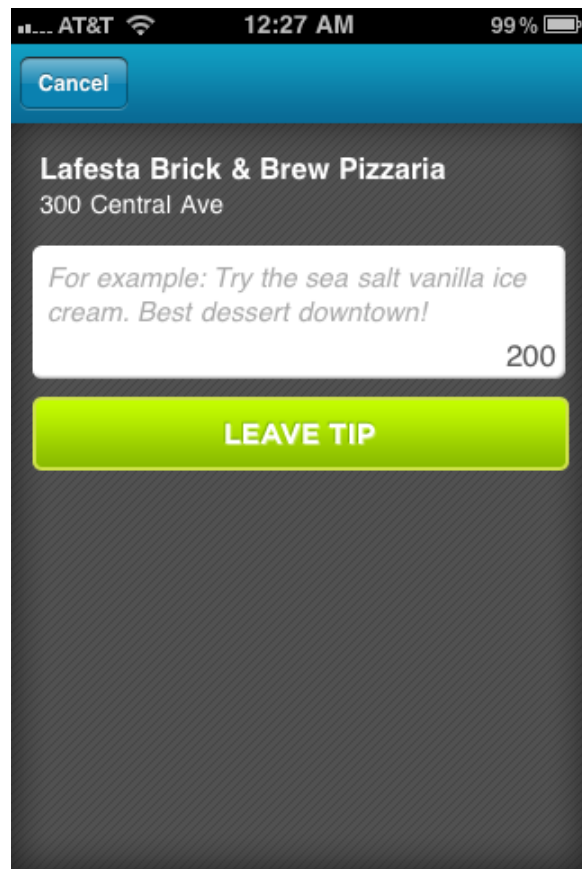
phone 212 254 3500



Get your own Foursquare tab from PlaceWidget!

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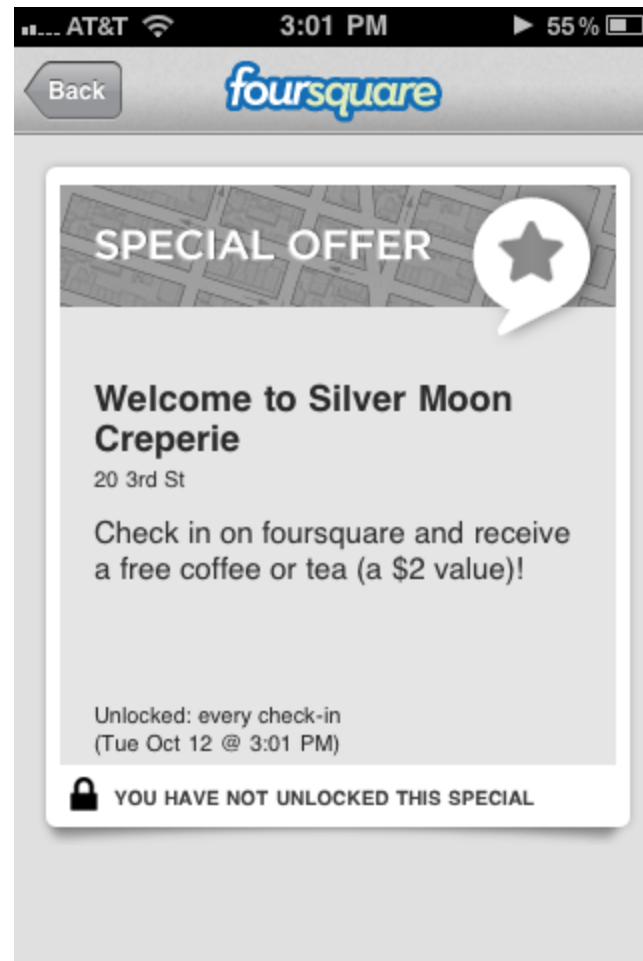


Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh

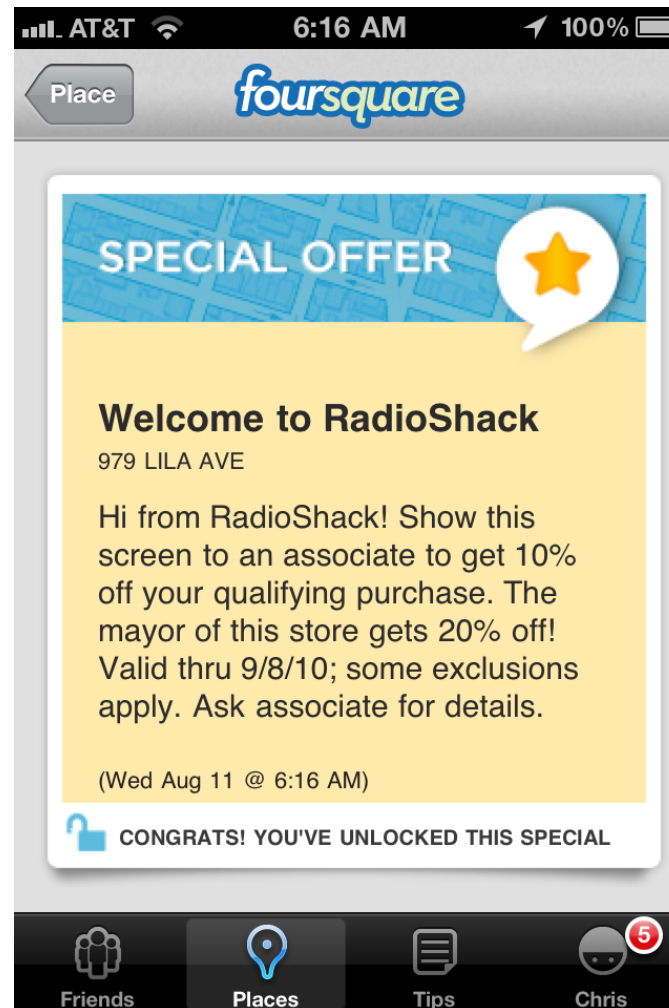
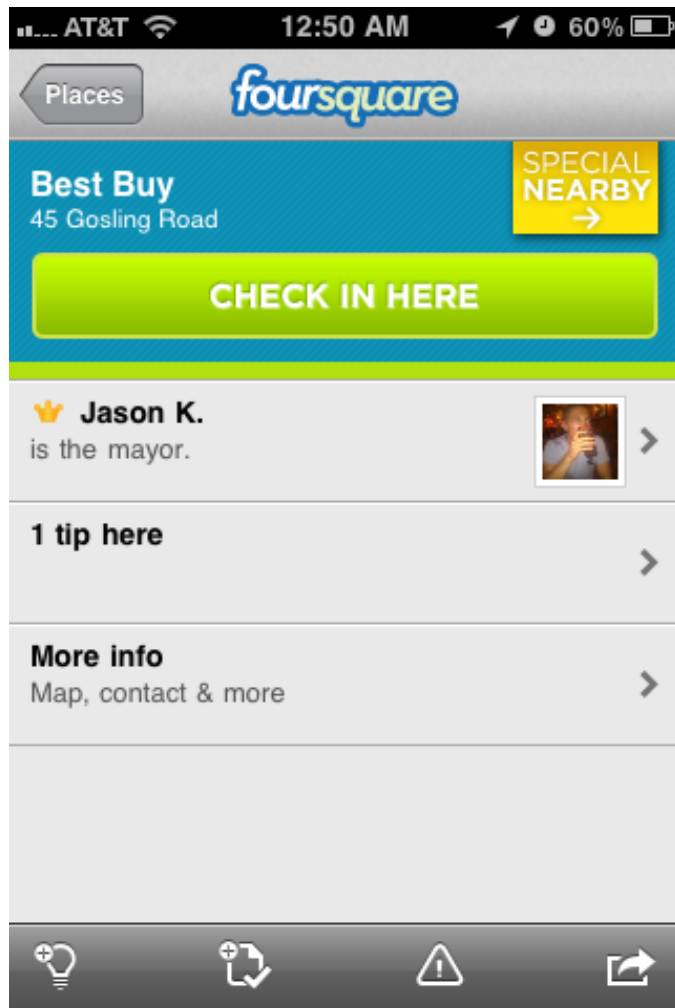




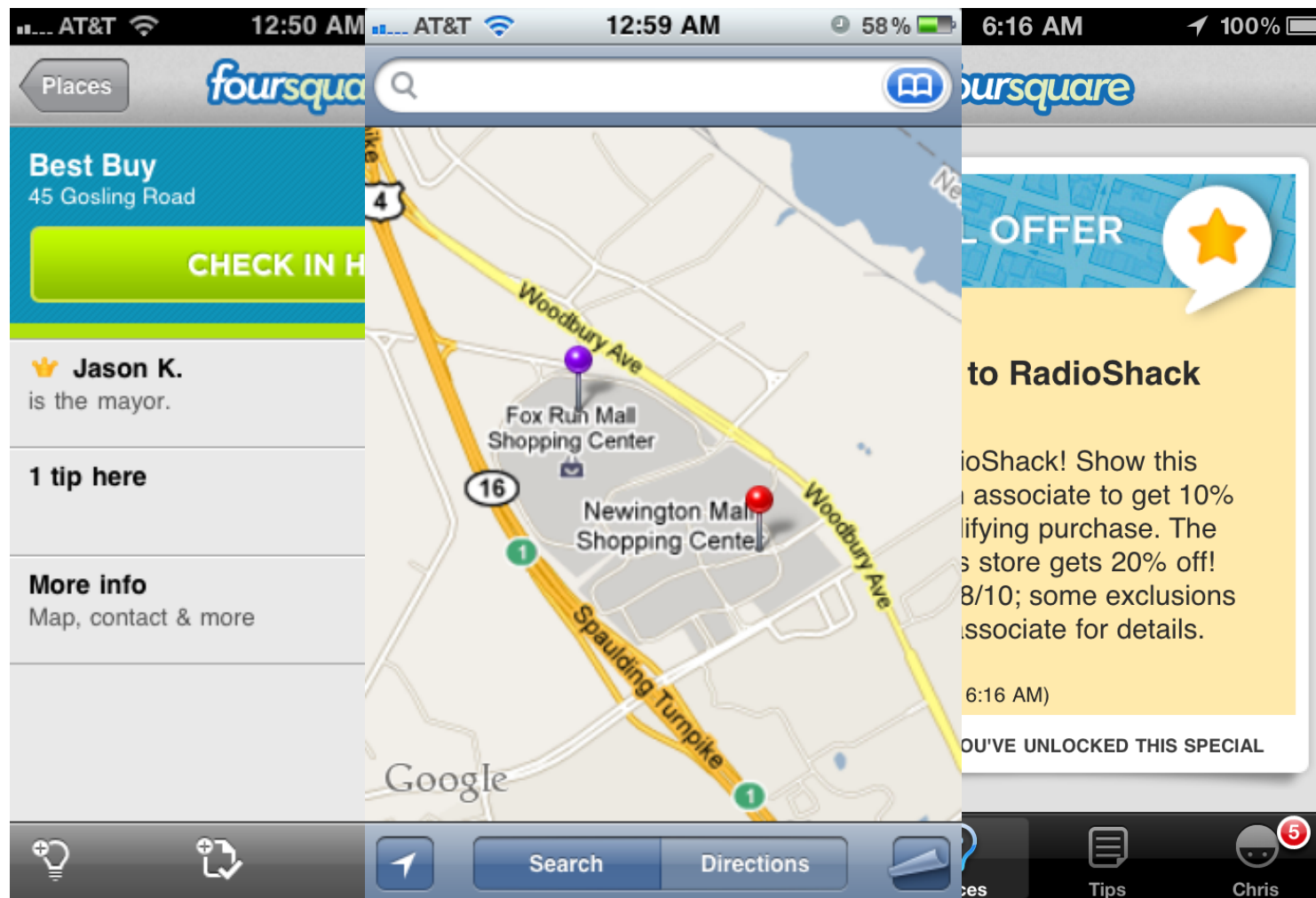
# Winning the Location-based Services Game (For Biz)



# Winning the Location-based Services Game (For Biz)



# Winning the Location-based Services Game (For Biz)





## Winning the Location-based Services Game (For Biz)

135%

Over SMS

178%

Over Web

(Source: Mobile Marketing Association)

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# Winning the Location-based Services Game (For Biz)



You're a manager of this venue **Add a special**



**Add Reward**

Rewards are things players can redeem after earning enough points at a place.



Add a free Whrri  
special to your venue



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## Winning the Location-based Services Game (For Biz)



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## Winning the Location-based Services Game (For Biz)



**Im On A Boat! How To Use  
Foursquare To Get 231  
People to Check In To Your  
Restaurant In 1 Day**



(Source: AJ Bombers)

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(Source: MarketingSherpa)

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# Winning the Location-based Services Game (For Biz)

**WHAT DOES IT TAKE TO HELP  
SAVE THE ENDANGERED PIKA?  
ABOUT 20 SECONDS.**

- 1 Check in now on **foursquare** at "Earthjustice Ad"
- 2 Every time you check in, an Earthjustice donor will donate \$10 to protect endangered species

One check-in per person per day. Max donation \$50,000.



 **EARTHJUSTICE**  
Because the earth needs a good lawyer

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## Winning the Location-based Services Game (For Biz)

**foursquare**



**CHECK-IN**  
to HISTORY on **foursquare**

Check in to show your inner foodie  
with Zagat and Foursquare.



**ZAGAT**

**DEW TOUR**  
+ **foursquare**

GET STOKED ON YOUR CITY

**AlliSPORTS.COM**

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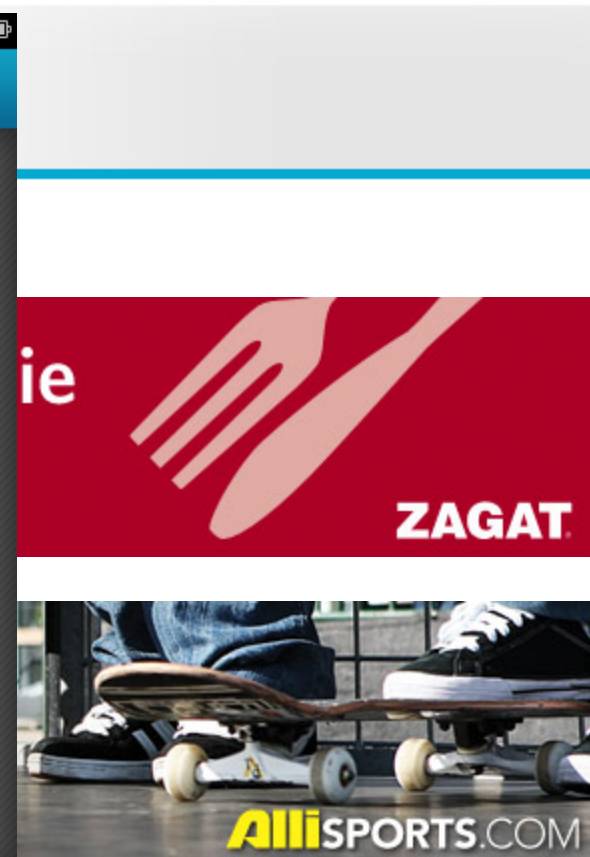
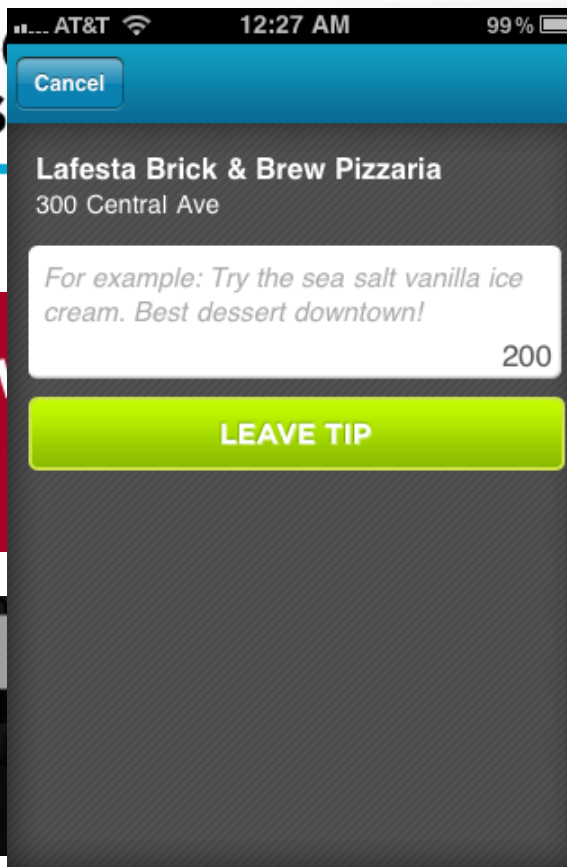
# Winning the Location-based Services Game (For Biz)

foursquare



CHE  
to HIS

Check in to show  
with Zagat and



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# Winning the Location-based Services Game (For Biz)



## InsideScoop

Stories From Real People @ Intel

[HOME](#) [PEOPLE](#) [ARCHIVES](#) [INSIDERS](#) [TOMORROW](#)



### Foursquare Check-in with Intel at CES 2010

posted by [Ken Kaplan](#) on February 11, 2010

Thanks to everyone who checked-in with Intel on Foursquare at the Consumer Electronics Show 2010.

The [Intel Insiders](#) and I had lots of fun being among the 400-plus check-ins during the event. Everyone who checked-in to our three main locations received a badge and were automatically entered to win an Intel Atom process-powered netbook.

One of our participants was selected randomly to win a [Dell Mini 10](#)....and the winner is: Doug Dobbins. Congratulations!

Check out Doug on [Twitter](#) and his consumer technology blog [TakesOnTech](#), where he just shared his experience with [WiMAX](#) and a video shot at the Intel booth during CES..

Thanks to [Christine Ngo](#) from Intel's PR agency, Ogilvy, we worked exclusively with location-based mobile social network Foursquare to set up an [Intel account](#) in time for CES.

We're grateful to [Tristan](#) and his team at Foursquare for helping us try something new and

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### the creatorsproject

The Creators Project celebrates art and creativity. It is a vast collection of visions that share one thing in common. The union of art with technology is both powerful tool and beautiful. [Experience their stories now »](#)

 [Meet the Intel Insiders](#)

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[Gearing Up for Gadget Fest at Computex](#)

[Sacramento LANFest 2010 - meet ZerApiO](#)

[Today's Digital Influencers Explore How to 'Upgrade Your Life'](#)

[Finding What You Like Inside a Retail Store, Thanks to the Internet and Intel's fast Core i7 Processor](#)

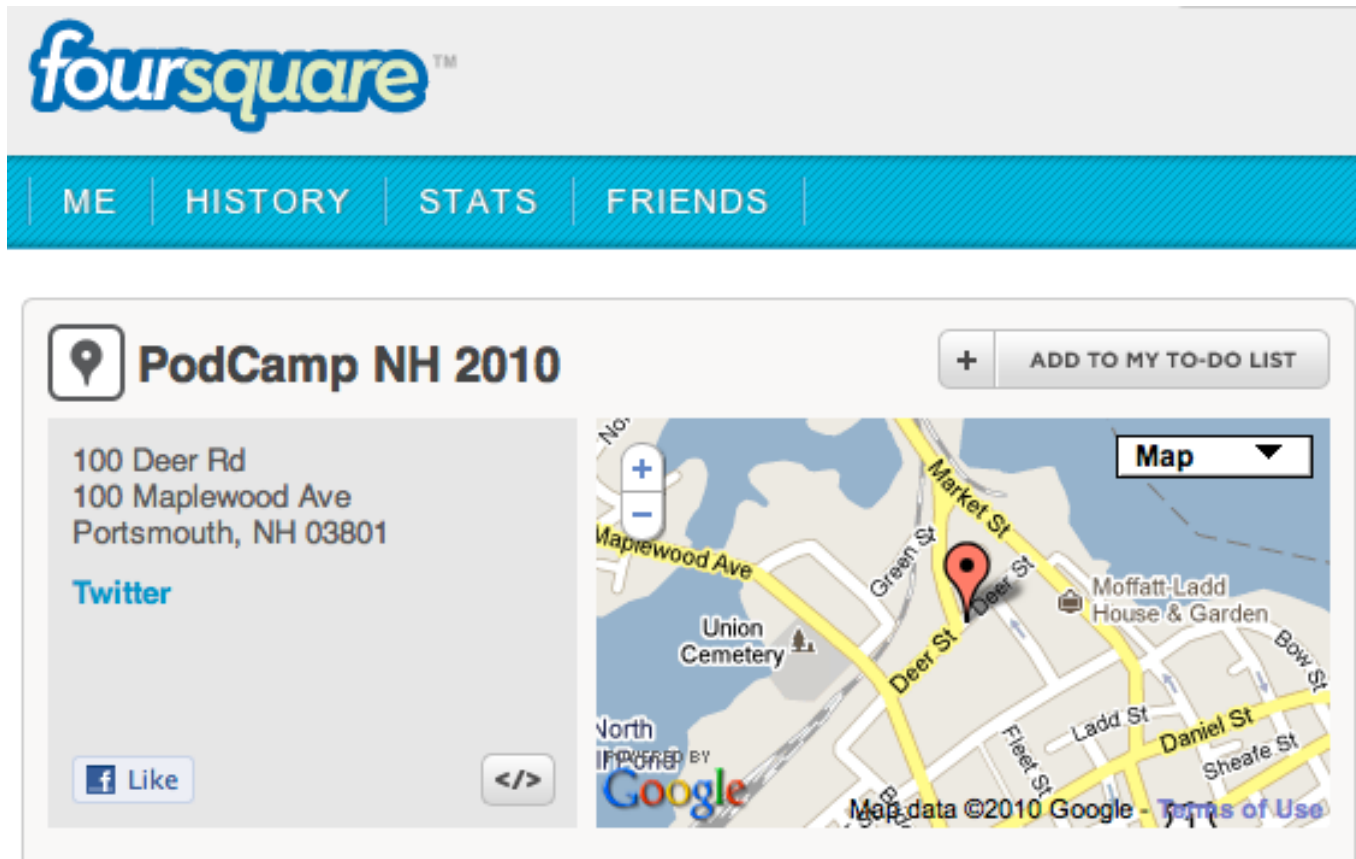
[My Ultra Thin Laptop: Keeping Me in the Loop While On the Go](#)

[The Creators Project - NOW LIVE!](#)

[Making Way Through the Digital Forest \(and Seeing it for the](#)

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# Winning the Location-based Services Game (For Biz)









# Winning the Location-Based Services game

**EDITION: INTERNATIONAL** | **U.S.** | **MÉXICO** | **ARABIC**  
[Set edition preference](#)

**CNN** 

**Home** | **Video** | **World** | **U.S.** | **Africa** | **Asia** | **Europe** | **Latin America** | **Middle East** | **Business**

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## First Foursquare badge unlocked in space

By **Eric Kuhn**, CNN  
October 22, 2010 -- Updated 1617 GMT (0017 HKT) | Filed under: [Social Media](#)



A graphic of the NASA Explorer badge, which is a blue shield with a red border. Inside the shield, there are white stars and a central circular emblem featuring the NASA logo. The word 'NASA' is written vertically on the right side of the shield.

Astronaut Douglas Wheelock unlocked this "NASA Explorer" badge by checking in to the international space station.

**(CNN)** -- Astronaut Douglas Wheelock checked in on Foursquare on Friday, 220 miles above Earth, becoming the first person to use the location-based social network in space.

Far above the bars and coffee shops where Foursquare users normally use the popular mobile application, Wheelock unlocked the "NASA Explorer" badge by checking in to the international space station at approximately 11 a.m. ET from a laptop.

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A WINNER IS US

# Winning the Location-based Services Game

## Photo Credits:

- Yellow pages - <http://www.flickr.com/photos/f-r-a-n-k/387621768/>
- Pizza - <http://www.flickr.com/photos/the pizzareview/2353505574/>
- Traffic - <http://www.flickr.com/photos/hamed/234944758/>
- Movies - <http://www.flickr.com/photos/galfred/180834829/>
- Umbrella - <http://www.flickr.com/photos/yourdon/3645126247/>
- ATM - <http://www.flickr.com/photos/abbot45/4431312312/>
- Easy button - <http://www.flickr.com/photos/bobhasmadskills/343149014/>
- iPhone - <http://www.flickr.com/photos/ivyfield/4731067532/>
- Space Shuttle on pad - <http://www.flickr.com/photos/jurvetson/1050733503/>
- Piggy bank - <http://www.flickr.com/photos/bradipo/4333249778/>

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- Fun - <http://www.flickr.com/photos/16961193@N06/2267862256/sizes/o/in/photostream/>
- Superman - <http://www.flickr.com/photos/diluvi/1292554533/>
- Dog - <http://cheezburger.com/View/3952558848>
- Sony Phone - <http://www.flickr.com/photos/barnoid/299512707/sizes/o/in/photostream/>
- Stolen mayor <http://www.flickr.com/photos/andi4uio/5023427327/sizes/z/in/photostream/>
- Karaoke badge <http://www.flickr.com/photos/cote/4274354604/sizes/o/in/photostream/>
- Became mayor <http://www.flickr.com/photos/ifindkarma/4526294562/sizes/o/in/photostream/>

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- Apple <http://www.flickr.com/photos/jeffwilcox/4489024450/sizes/o/in/photostream/>
- A Winner Is You - NES Pro Wrestling Game
- Key - <http://www.flickr.com/photos/brenda-starr/3509344402/sizes/o/in/photostream/>
- Mayorship Chalkboard - <http://www.flickr.com/photos/dpstyles/4622456140/>
- Wholefoods chalkboard - <http://www.flickr.com/photos/dpstyles/4866801031/sizes/l/in/photostream/>
- Bar pic - <http://www.flickr.com/photos/dpstyles/4277052449/sizes/o/in/photostream/>
- Miracle Mile - <http://www.flickr.com/photos/dpstyles/4402164832/sizes/o/in/photostream/>

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- Trophies <http://www.flickr.com/photos/notsogoodphotography/2130589515/sizes/o/in/photostream/>
- Radioshack screenshot - <http://aboutfoursquare.com/radio-shack-foursquare/>
- Foursquare Facebook tab app <http://appbistro.com/products/foursquare>
- Gowalla – best buy eyefi <http://techcrunch.com/2010/06/17/gowalla-deals/>
- Scvngr - <http://www.masshightech.com/stories/2010/07/12/daily37-Scvngr-powers-Patriots-game-to-recover-Wilforks-stolen-ring.html> (find the ring)

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- MMA LBS ads - <http://www.mobilemarketingwatch.com/survey-consumers-prefer-location-based-ads-over-sms-and-mobile-web-ads-6198/>
- Boat pic [http://www.youtube.com/watch?v=iw69XdYYkKk&feature=player\\_embedded](http://www.youtube.com/watch?v=iw69XdYYkKk&feature=player_embedded)
- AJ Bombers case study <http://blog.steffanantonas.com/im-on-a-boat-how-to-use-foursquare-to-boost-your-restaurants-business-part-ii.htm>
- Jimmy Choo - <http://mashable.com/2010/04/27/foursquare-jimmy-choo/>
- iPhone back [http://commons.wikimedia.org/wiki/File:IPhone\\_3G\\_rear.jpg](http://commons.wikimedia.org/wiki/File:IPhone_3G_rear.jpg)
- Uncle Sam [http://www.flickr.com/photos/us\\_army\\_rolling\\_along/4313282699/sizes/l/in/photostream/](http://www.flickr.com/photos/us_army_rolling_along/4313282699/sizes/l/in/photostream/)



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- Shuttle liftoff <http://www.flickr.com/photos/kennymiller/536653708/>
- Yelp Monocle <http://www.flickr.com/photos/infomofo/3864319663/>
- QR codes <http://www.flickr.com/photos/gwire/1311545877/>

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Tweet the LBS revolution!

Tweet the slides & links  
for others to see: (tag w/#pcnh)

<http://bit.ly/pcnhLBS>

Follow / Participate:

- #LBSChat (@LBSChat)
- #4sqChat (@4sqChat)
- #GeoChat (@waynesutton)
- #lbsdykm (@schneidermike)
- @Portsmouth4sq (@4sqday)



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## Winning the Location-based Services Game



## Winning the Location-based Services Game

foursquare

Google latitude

scvngvr

Gowalla

whrrl

brightkite

shopkick

yelp

myTown

facebook

loopt

MICROARTS  
CREATIVE AGENCY

# Winning the Location-based Services Game

(EXTRA SLIDES)

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- SXSW Checkin visualization:  
<http://www.youtube.com/watch?v=Gpypn-JIPng>

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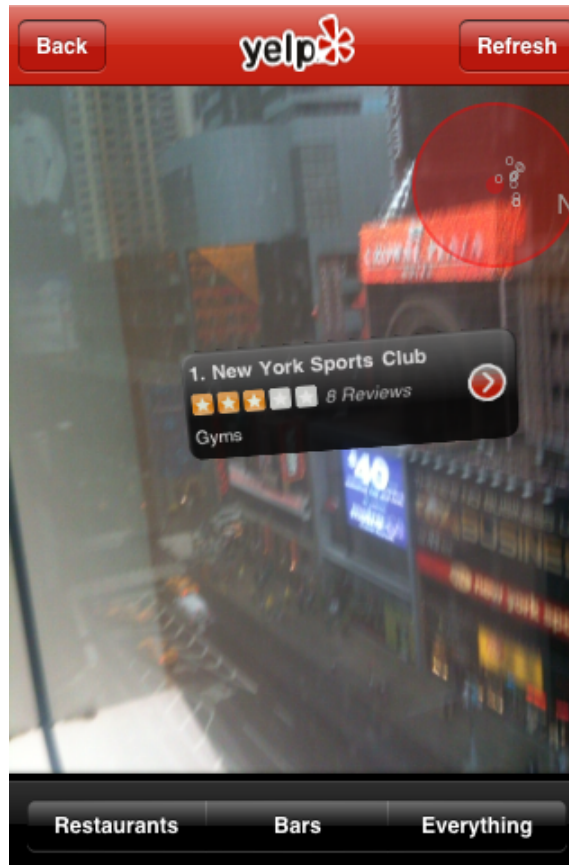
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- Planet Fitness mayorship belt

<http://vimeo.com/10419185>

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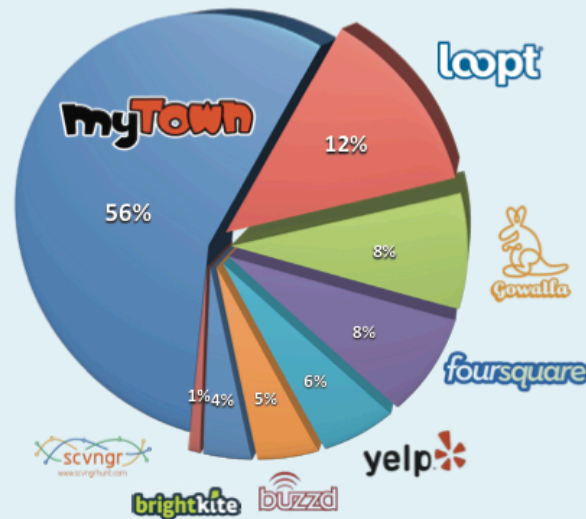
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# Winning the Location-based Services Game

Q1 - Do you use any location-based social networks (i.e Four-square, Gowalla, etc.) ?



Q2 - If Yes, what service do you use?



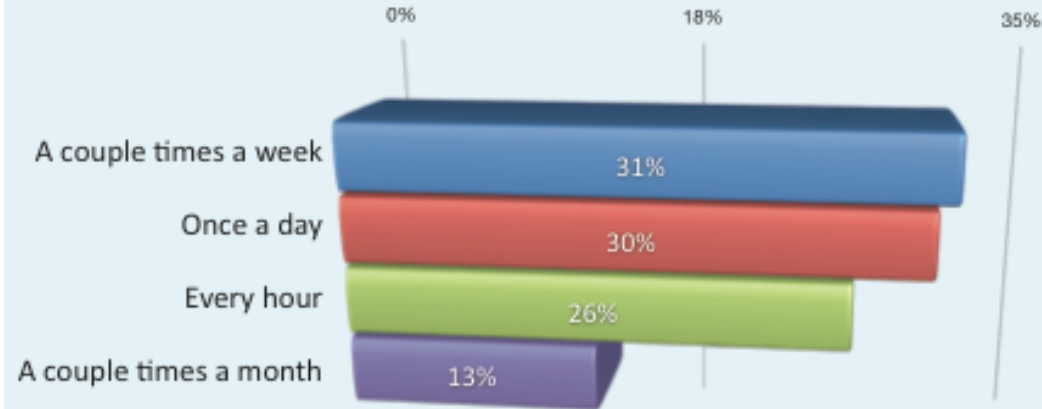
(Source: Myxer)

Session Leader: Walter Elly ( @walterelly ) – Hashtag: #pcnh



# Winning the Location-based Services Game

· How often do you “check-in”?



(Source: Myxer)

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