

Geolocation

37.390750, -122.079842

Today's Selections

- ❖ The Evolution of Geolocation
- ❖ The Landscape
- ❖ Implications for Business
- ❖ IP Geolocation and LBS
- ❖ Examples and Cases
- ❖ Q&A

Latitudes *Daily Special*

Monday
Margaritas \$3.50

Tuesday
Ladies Day \$2 drinks

Wednesday
Coney Islands \$1.25

Thursday
Tony Burgers \$1.50

Friday
Martinis \$4.50

Who is this clown?

- ❖ 14 years in online advertising technology and business
- ❖ Direct Agency: Cybernautics
- ❖ Professional Service: USWeb
- ❖ SEM: Fathom Online
- ❖ Performance: Adteractive
- ❖ Display: BlueLithium
- ❖ Portal: Yahoo!



Location has always been important.

❖ It matters. Why?

BANKS (CONT'D)

mas County Bank (Cont'd)	
g Office	
7 SE Hwy 212.....	503 663-3000
am Office	
E Burnside St Prtind.....	503 665-9444
press 24 Hour Banking Information.....	503 668-4535
bia Community Bank	
5 NW Amberwood Dr Bvtn.....	503 924-2320
Main St Hlsbro.....	503 693-7500
SW Durham Rd Ste 125 Tgrd.....	503 924-2312
bia River Bank	
rutscher St Ste A Nwborg.....	503 538-4550
r Service	
ree "1".....	877 272-3678
ur Telebanking Hotline	
ree "1".....	888 600-8702
bia River Bank	
Meadows Rd Ste 300 LkOswgo.....	503 906-2500
bia River Bank Mortgage Team	
rutscher St Nwborg.....	503 554-7217
bia State Bank	
SE Sunnybrook Blvd Clckms.....	503 542-4360
I SE 82nd Ave Prtind.....	503 788-8181
I NE Halsey St Prtind.....	503 542-3720
I SE Sunnyside Rd Clckms.....	503 698-1650
I SE Webster Rd Mlwkie.....	503 654-6440
ica 1001 SW 5th Ave Prtind.....	503 535-0638
ica Bank	
SW Broadway Ste 1600 Prtind.....	503 553-1600
orce Bank Of Oregon The	
own Office	
.....	503 548-1000
ercial Real Estate Services	
E Hawthorne Blvd Prtind.....	503 731-1666
ental Mortgage Company	
SW 1st Ave Suite 305 Ave Prtind.....	503 827-7991
ental Savings Bank	
SW Greenburg Rd Ste 160 Prtind.....	503 244-9294
ywide Bank	
SE Washington St Prtind.....	503 257-1400
ywide Bank	
Meadows Rd LkOswgo.....	503 670-8305
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E Baker St McMinv.....	503 435-3688
ultscher St Nwborg.....	503 554-7216
Richard K Insurance	
NW West Union Rd Hlsbro.....	503 645-8616
t Plaza Shopping Center	
If America	
IE 82nd Ave Prtind.....	503 275-1765
ds Scott M	
Boones Ferry Rd LkOswgo.....	503 636-7667
ook Paul 110 NE 10th Ave Hlsbro.....	503 844-6000
redit Services	
IW Amberbrook Dr Ste 100 Bvtn.....	503 844-7920
Reserve Bank Of San Francisco	
d Branch	
V Stark St Prtind.....	503 221-5913
Reserve Bank Of San Francisco	
d Branch	
O SW First Ave Ste 100	
c 3436 Prtind.....	
n Number	
.....	503 276-3000
ury Direct	
ie "1".....	800 722-2678
summer Complaints	
ie "1".....	866 838-9247
king Supervision And Regulations	
ie "1".....	800 652-1725
i District Financial Services Customer Support	
ie "1".....	888 339-3506
ino 10562 SE 32nd Ave Prtind.....	503 653-1522
Bank 6600 SW 105th Ave Bvtn.....	503 643-0494
ice Commercial Funding	
Parkview Ter WstLnn.....	503 650-2400
nsumers Bank	
eadows Rd LkOswgo.....	503 534-3632
teral 121 N Edwards St Nwborg.....	503 538-9449
ependent Bank	
7 Columbia St Prtind.....	503 226-3351
erstate Bank Of Oregon N A	
.....	503 225-2111

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Hlsbro.....	503 644-4034
Toll Free "1".....	800 637-0852
Main	
3555 SW 153rd Dr Bvtn.....	503 644-4034
Beaverton Branch	
3555 SW 153rd Dr Bvtn.....	503 644-4034
Cornell	
5860 NE Cornell Rd Hlsbro.....	503 644-4034
Hillsboro Branch	
5860 NE Cornell Rd Hlsbro.....	503 644-4034
Lloyd	
650 NW Holladay St Ste 160 Prtind.....	503 644-4034
Nimbus	
8700 SW Nimbus Ave Ste A Bvtn.....	503 644-4034
Tanasbourne	
17877 NW Evergreen Pkwy Bvtn.....	503 644-4034
First Tech Financial Services	
3555 SW 153rd Dr Bvtn.....	503 644-4034
First Tennessee National Corp	
8895 SW Jack Burns Blvd Wlsnvl.....	503 682-8524
First Trust National Association	
555 SW Oak St FL 7 Prtind.....	503 220-0022
Flagstar Bank	
926 NW 13th Ave Ste 140 Prtind.....	503 223-2162
Flagstar Bank FSB	
4500 Kruse Way LkOswgo.....	503 636-8988
4th And Harrison Office	
210 E Main St Hlsbro.....	503 648-3111
Frontier Bank 2416 NE Fremont St Prtind.....	503 236-1001
Frontier Bank-Tigard	
10998 SW 68th Pkwy Tgrd.....	503 892-1010
Gates Michael R	
Hlsbro.....	503 656-0399
Girt Bunny Bernadette D	
1229 N Adair St Crnl.....	503 357-3131
Golf Savings Bank	
5400 Meadows Rd Ste 120 LkOswgo.....	503 684-2620
Greene Rick 2011 N Meridian St Nwborg.....	503 538-1414
Havens Roland 6720 NE Glisan St Prtind.....	503 252-1608
Historic US National Bank	
309 SW 6th Ave Prtind.....	503 224-5754
HomeStreet Bank	
1618 SW 1st Ave Prtind.....	503 778-2880
HomeStreet Bank	
Customer Service Center	
Toll Free "1".....	800 719-8080
Business Banking.....	503 227-0898
HomeStreet Capital.....	503 827-7991
Affinity Lending.....	503 227-3956
Branch Locations	
Clackamas	
10163 SE Sunnyside Rd Ste 340 Clckms.....	503 652-4313
Home Loans.....	503 652-4313
Lake Oswego	
101 A Ave LkOswgo.....	503 636-5013
Home Loans.....	503 675-1375
NW Portland	
22 NW 23rd Ave Prtind.....	503 227-1679
Home Loans.....	503 227-0893
Portland	
1618 SW 1st Ave Prtind.....	503 827-7991
Home Loans.....	503 968-2203
Vancouver	
Or	
Bvtn.....	
Toll Free "1".....	888 494-8300
Tigard/King County	
16200 SW Pacific Hwy Prtind.....	503 968-2200
Banking & Home Loans.....	503 968-0203
Home Loans.....	503 968-0203
Houser Todd	
7515 SW Barnes Rd Ste 101 Prtind.....	503 297-3788
Hrabal Jerry R 14065 NW Cornell Rd Prtind.....	503 645-5300

HSBC	
Client Services	
Branch Locations/New & Existing Account Information	
Oak	
Toll Free "1".....	800 975-4722
To Report A Lost Or Stolen Card	
24 Hour Service	
Oak	
Toll Free "1".....	800 462-1874
TTY Service For The Hearing/Speech Impaired	
Oak	
Toll Free "1".....	800 898-5999
HSBC Bank Canada 735 SW Stark St Prtind.....	503 242-1199
HSBC Bank USA 601 SW 2nd Ave Prtind.....	503 274-9072
HSBC Card Services	
12447 SW 69th Ave Tgrd.....	503 431-2400
Indymac Bank 8910 SW Gemini Dr Bvtn.....	503 643-9546
Indymac Bank	
10220 SW Greenburg Rd Prtind.....	503 246-8820
Indymac Bank 300 N Main Ave Gresham.....	503 465-8596
Indymac Bank	
20512 SW Roy Rogers Rd Shrw.....	503 625-2638
Indymac Bank FFC	
20512 SW Roy Rogers Rd Shrw.....	503 625-7902
IndyMac Bank FSB	
1800 Blankenship Rd WstLnn.....	503 655-8136
Indymac Bank FSB	
20512 SW Roy Rogers Rd Shrw.....	503 925-2260
Ironstone Bank	
Offices	
Portland City Center	
309 SW 6th Ave Prtind.....	503 276-6000
8 Centerpointe Dr LkOswgo.....	503 608-6759
Key Bank	
16210 Bryant Rd LkOswgo.....	503 675-2600
6335 SW Capitol Hwy Prtind.....	503 892-4900
Key Bank 21327 SW Sherwood Blvd Shrw.....	503 925-2240
Key Bank 1400 Molalla Ave Orgn Cty.....	503 657-2223
Key Bank	
6335 SW Capitol Hwy Prtind.....	503 892-4900
16210 Bryant Rd LkOswgo.....	503 675-2600
Wilsonville	
9490 SW Wilsonville Rd Wlsnvl.....	503 454-2092
Key Bank-Gateway Office	
1205 NE 102nd Ave Prtind.....	503 243-3631
Key Bank Of Oregon	
12705 SE River Rd Mlwkie.....	503 653-3338
Key Bank of Oregon	
271 S Broadway EstaCada.....	503 630-3272
KeyBank 271 SW Broadway EstaCada.....	503 630-3272
KeyBank	
KeyCenters	
4735 SW Hall Blvd Bvtn.....	503 626-3902
350 S 1st Ave Hlsbro.....	503 648-0871
Hilltop	
1400 Molalla Ave Orgn Cty.....	503 657-2223
Lake Grove	
16210 Bryant Rd LkOswgo.....	503 635-6671
16210 Bryant Rd LkOswgo.....	503 635-6672
Milwaukie	
256 A Ave LkOswgo.....	503 635-4331
10888 SE Main St Prtind.....	503 653-3382
Oak Grove	
14888 SE McLoughlin Blvd Prtind.....	503 653-3344
KeyBank 825 NE Multnomah St Prtind.....	503 243-5500
KeyBank 18650 SW Boones Ferry Rd Tltn.....	503 692-5150
Keycorp Insurance Agency USA Nwborg.....	503 538-2387
La Hq 2858 NE Sandy Blvd Prtind.....	503 236-3776
Land Bank Equity Investments LLC	
1330 NW Kearney St Prtind.....	503 935-5400
Landover Mortgage	
12725 SW Millikan Way Ste 100 Bvtn.....	503 626-7671
Landstrom Jeff L	
19715 Highway 213 Orgn Cty.....	503 518-7100
Lehman Brothers	
404 Cruse Way Pl Ste 220 LkOswgo.....	503 244-8291
Lewis & Clark Bank 506 12th St Orgn Cty.....	503 212-3200
Libertybank	
825 NE Multnomah St Ste 1050 Prtind.....	503 231-4370
Linn-Benton Bank	
825 NE 20th Ave Ste 336 Prtind.....	503 233-5765
Locke Mariko 5048 SE Hawthorne Blvd Prtind.....	503 232-2444
Mann John 20060 SE Highway 212 Dmscus.....	503 658-7666
Masonry Industry Trust Administration	
9848 E Burnside St Prtind.....	503 261-0809
mBank 1290 NE Burnside Rd Gresham.....	503 661-8688
mBank 35 82nd Dr Gldstne.....	503 674-3190
McDonald Investments Inc	
1211 SW 5th Ave Prtind.....	503 790-7706
Merchants Bank	
1290 NE Burnside Rd Gresham.....	503 661-8688
Merchants Bank 35 82nd Dr Gldstne.....	503 657-1989
Merchants Bank 9415 SE Stark St Prtind.....	503 595-1313
Meyer Eric 800 E Powell Blvd Gresham.....	503 658-2764

Mid-Valley Bank	
31840 SW Charbonneau Dr Ste	
Miller Camille 2202 Pacific Ave	
My Health Bank 200 SW Mark	
Nadelhoffer Gus	
4848 SW Scholls Ferry Rd Prtind.....	
N C O Financial 8625 SW Cas	
Nelson Jim	
5285 Meadows Rd Ste 164 LkOs	
Nichols Diane P 2130 8th Ct W	
Nishimura Liane	
14780 SW Osprey Dr Ste 246 Bv	
Nishimura Wayne	
14780 SW Osprey Dr Ste 246 Bv	
No Bad Check Prtind.....	
Northwest Bank	
4900 Meadows Rd Ste 410 LkOs	
Northwest Community Cred	
8625 SW Scholls Ferry Rd Bvtn.....	
1689 Molalla Ave Orgn Cty.....	
Northwest Resource Federa	
221 NW 2nd Ave Prtind.....	
NW Priority Credit Union	
12630 SE Division St Prtind.....	
Oregon Bank	
Suburban Branches	
Citizen's Branch	
400 4th St LkOswgo	
Oswego	
Loans & Officers.....	
Notes & Collections.....	
Oregon Community Credit	
12280 SW Scholls Ferry Rd Prtind.....	
Oregon Community Credit U	
20655 SW Roy Rogers Rd Shrw.....	
Toll Free "1".....	
Oregon Community Credit U	
11565 SW Durham Rd Ste 110 T	
13567 NW Cornell Rd Prtind.....	
12280 SW Scholls Ferry Rd Tgrd	
20655 SW Roy Rogers Rd Shrw.....	
Toll Free "1".....	
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Prtind.....	
13567 NW Cornell Rd Prtind.....	
Oregon First Community Cr	
1531 NE Park Ln Frw.....	
3924 Pacific Ave FrstGrve.....	
434 SE Washington St Hlsbro.....	
Oregon First Community Cr	
McMinville	
115 N Howard St Nwborg.....	
Pacific Continental Bank	
19321 SW Martinazzi Ave Tltn.....	
911 Main St Orgn Cty	
222 SW Columbia St Ste 1650 Pr	
12255 SW 1st St Bvtn.....	
Pacific First Bank FSB	
8955 SE 82nd Ave Prtind.....	
Pacific National Bank-Real E	
1001 SW 5th Ave Prtind.....	
Pacific Northwest Bank	
8805 SW Tualatin Sherwood Rd T	
Lake Grove	
15780 Boones Ferry Rd LkOsw	
Raleigh Hills	
4794 SW 75th Ave Prtind.....	
Stadium	
2121 W Burnside St Prtind.....	
Pacific One Bank	
10220 SW Greenburg Rd Ste 435	
Pacific West Bank 2040 8th Ave	
Pearl District OR Office	
1040 NW Lovejoy St Prtind.....	
Peterkort Business Banking	
9755 SW Barnes Rd Ste 105 Prtind.....	
Pinnacle Bank 6880 SW Nimbus	
PNC MultiFamily Capital	
121 W Morrison St Prtind.....	
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Competitive rates	
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718 NE 12th Avenue • 503.546.5000 •	
Premier Mortgage Resource	
6000 Meadows Rd Ste 102 LkOsw	
Raymond J Lucia Companies	
4800 Meadows Rd LkOswgo.....	
Reverse Mortgage Departme	
6000 Meadows Rd Ste 102 LkOsw	

IT PAYS TO ADVERTISE

SAY NO TO DRUGS

A brief historical view

❖ Yellow Pages

❖ City Search

❖ Yahoo! Local

❖ Yelp

❖ NavTeq

❖ MySpace

The screenshot displays the MySpace Local interface. At the top, the MySpace logo and navigation links (Home, Browse People, Find Friends, Forums, Music, Video, More) are visible. The main content area features a business profile for 'Pink's Hot Dogs' in Hollywood. The profile includes a photo of the restaurant, a rating of B- with an average of A, and 29 reviews. A map shows the location at 709 N La Brea Ave, Los Angeles, CA 90038. The profile also lists hours, price range, and parking information. Below the profile, there are sections for 'Message From the Business', 'Editorial Review', and 'Insider Tips'. A 'What My Friends Are Saying' section shows user avatars. At the bottom, a '25 Reviews' section displays a review by Noah, dated 1/1/2009, with a rating of B- and 110 helpful votes. The review text describes the meal and service. To the right, there are advertisements for 'J8 COLLEGE' and 'SHOP COLLEGE AT TARGET.COM', and a 'Sponsored Links' section with links to CARFAX and Experian.

Let's make some sense out of it

- ❖ LBS: Foursquare, Gowalla, Loopt, Whrrl
- ❖ Virtual GPS: Skyhook, Navizon, Useful Tech, Wavemarket
- ❖ POI: GeoAPI, UrbanMapping, Yahoo! WOE, GeoNames, Flickr
- ❖ IP Geolocation: Quova, HostIP, Maxmind, ip2location
- ❖ Enablers: SimpleGeo, AWS, Gears, W3C



Dana Street Roasting Company

744 W Dana St
Castro
Mountain View, CA 94041

CHECKINS HERE

234

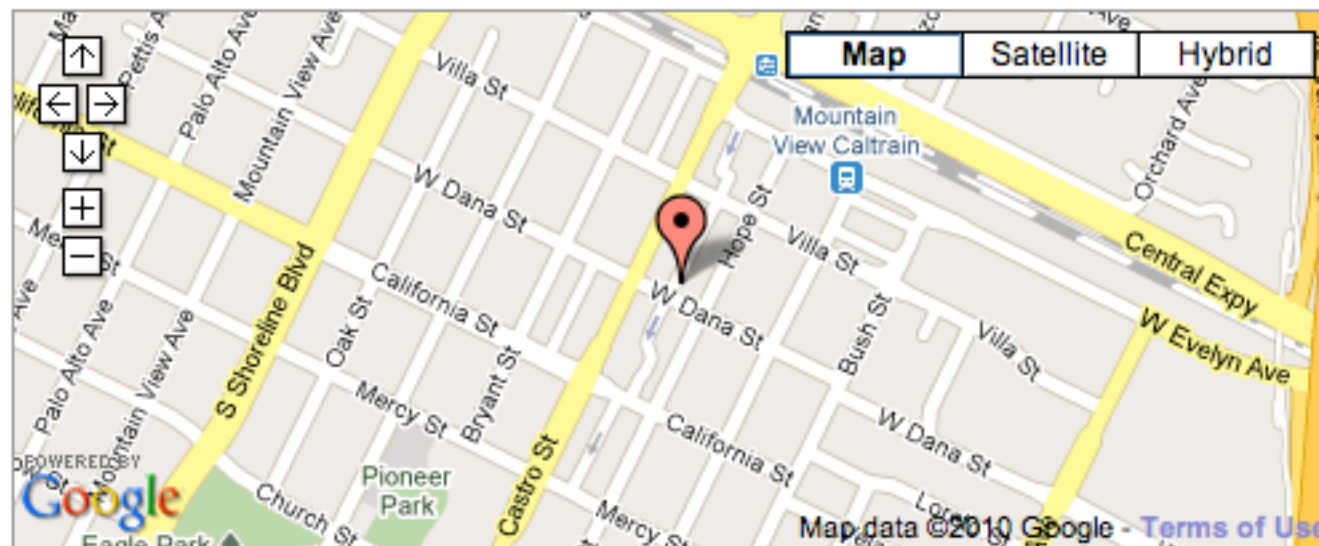
UNIQUE VISITORS

113

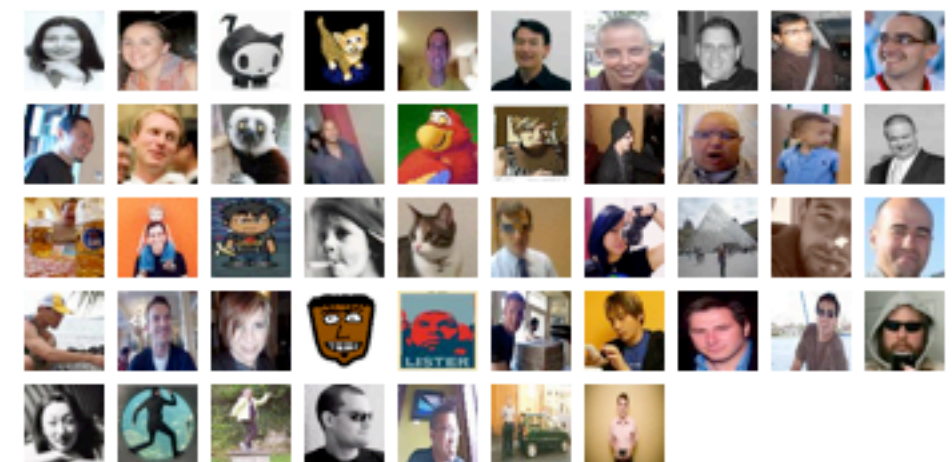
YOUR VISITS

1

MAYOR



WHO'S BEEN HERE



It's a virtual geo explosion out there.

Business is looking for you

The addition of mobile

- ❖ 5000% increase in mobile traffic in 2009
- ❖ Development has accelerated
- ❖ No clear winner

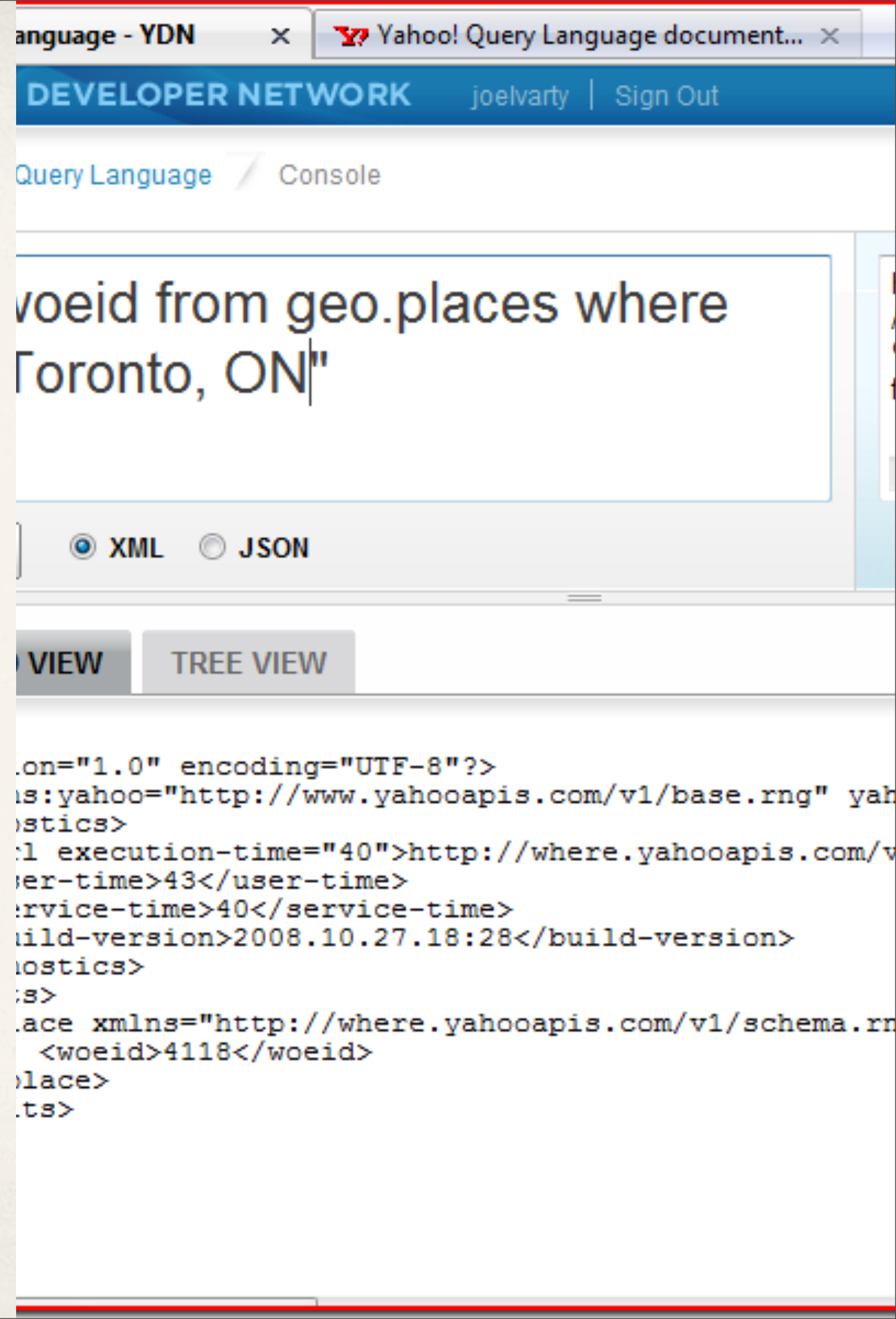


Implications for Business

- ❖ What's your location-based application?
- ❖ Are you going mobile?
- ❖ Value proposition
- ❖ The “creep out” factor
- ❖ Media mix and expertise. Are you prepared?

Data: Types & Technology

- ❖ Lat / Long
- ❖ POI
- ❖ WOEID
- ❖ Country, State, City, Zip
- ❖ Extended attributes
- ❖ Demographic Indices

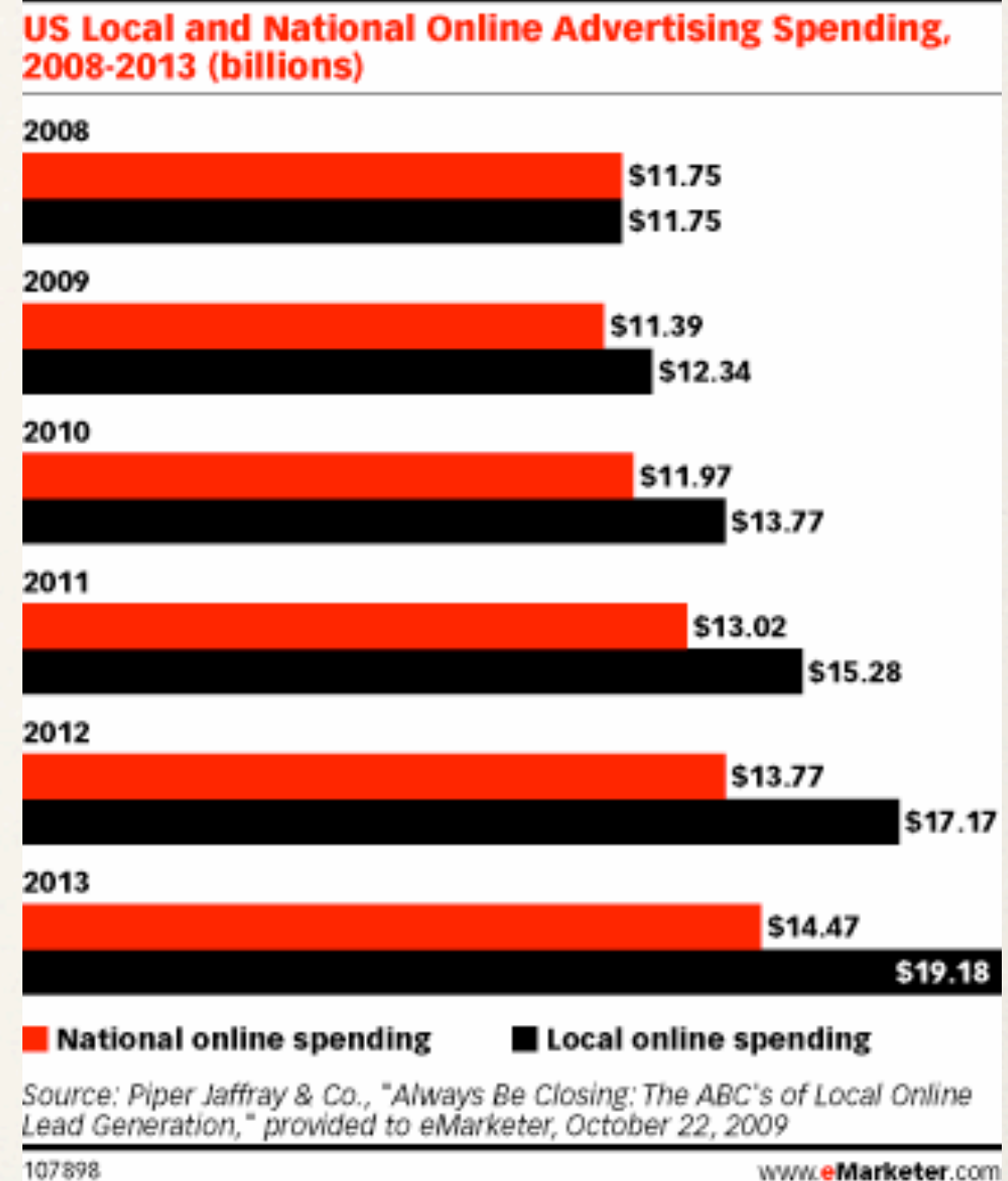



Compare, Contrast, Compliment

LBS	IP Geolocation
Exposes PII	No PII
Opt in	No opt in
Provides data on exact location	Approximates location
Growing fast, coverage limited	Established, coverage broad
Mobile	Not mobile
Client supplied	Server supplied
Platform dependent	Platform independent

So, to sum up...

- ❖ The development and adoption of location-based technologies and service is at an all time high
- ❖ Choose the right application
- ❖ Experiment, but have a plan
- ❖ Stay tuned....





US Region: north west
Timezone: +0.0
State / Province: Manchester (5)
DMA:
MSA / PMSA:
City: manchester (5)
Lat. / Lon: 53.44222221 / -2.24083333
Area Code:
Postal Code: M4
ASN: 2856
Carrier Org: btnet uk regional network
Top Level Domain: com
2nd Level Domain: btcentralplus
AOL Flag: 0
Routing Method: anonymizer
Connection Type: dsl
Connection Speed: medium
Anonymizer Status: active

Case Studies

IP Geolocation
