



Automated Location Information

Enhancing Location-Based Offerings

go2® views automated location information (ALI) as a valuable tool to connect retailers and consumers via the carrier network. ALI facilitates user retrieval of locally based data and significantly enhances the user experience. go2 is developing an interoperable ALI solution that offers superior value to wireless operators, technology partners, retail partners, and end users.

Key Benefits of ALI

ALI enhances the overall usability of location-based services. ALI minimizes key strokes and allows users to quickly and easily access the information they need in a mobile environment. ALI is a facilitating technology that will help increase the overall adoption of mobile services. For example, the entry of starting points can be a time consuming process and represents a significant barrier to the all wireless application. ALI helps remove this barrier and gets consumers the information they want as quickly as possible.

ALI facilitates the retrieval of locally based information such as weather forecasts, shopping mall locations and entertainment venues. ALI can also be used to determine starting points for turn-by-turn directions. End users select ALI to determine their approximate locations that are then translated by go2 into major business locations (e.g. hotels, restaurants, gas stations) and/or local landmarks. Users then select the businesses or landmarks closest to them as their starting points for turn-by-turn directions.

While using go2 applications that incorporate ALI, user privacy is protected at all times. Users opt-in for the system and therefore control the release of their data and authorize such a release as it benefits them. Of course, users can always manually enter starting points if they so desire.

While auto-location capabilities will certainly spawn a new range of community-centric applications and assist in helping a user find general location information in a new area, it will not replace the go2 manually entered start point logic. Rather, the two start point designates combined will give the user a full range of options for finding businesses in a particular vicinity.

Applications

ALI is ideally suited for facilitating access to location-based information. Auto-location capabilities will give rise to a new generation of community based applications. go2 is constantly developing applications that will become more valuable with the use of ALI information.

Trials in Progress

go2 is engaged in ongoing trials with major wireless operators and technology partners to develop the ALI solution that best meets consumer demand. go2 is working with carriers to ensure that ALI application development is seamless and interoperable with the location technology that each carrier has chosen. go2 is committed to working with technology partners, carriers and retail clients to provide a superior mobile experience.



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