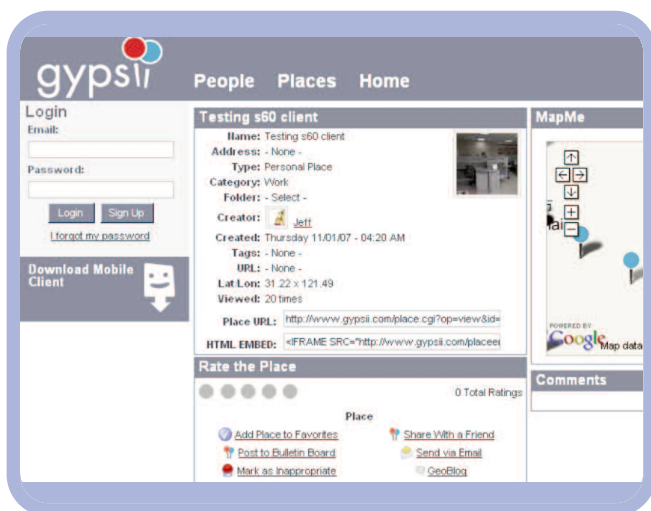


# GyPSii Combines Location-Based Services with Social Networking



The GyPSii homepage lets users of S60 devices select from the LBS-based social-networking platform's core services.

What do you get when you combine location-based services (LBS), social networking, and an S60 device? One possibility is GyPSii, a location-based social-networking platform designed specifically for mobile devices. Announced in February 2008 at the Mobile World Congress in Barcelona, Spain, following a successful three-month beta trial with users worldwide, GyPSii is now available for devices based on the S60 platform. GyPSii takes three core capabilities — user-generated content, friend-finding, and proximity-based search — and consolidates them under a single mobile user interface. The GyPSii platform also includes a Web-based service that consumers can use back at home or the office. “We provide a mobile lifestyle application,” says Shane Lennon, GyPSii’s senior vice president of strategy and marketing. “We’re connecting people with places and networks.”

## PlaceMe, SpaceMe, and Search

On mobile devices, GyPSii offers three core services. PlaceMe lets users add location-based information to photographs, video, and audio files with a process known as geotagging to create places. Then can then share the media files with other mobile users who can view the places on a map. SpaceMe lets users find friends, family, and other personal contacts; locate their position on a map; and communicate with them via voice calls, mobile e-mail, and text messaging. The third integrated service, Search, lets users explore their surroundings — looking for user-generated content like places, events, and third-party content like points-of-interest listings, and more. On the Web, GyPSii also lets users create and search for GyPSii user-generated content and the locations of friends, as well as a whole set of profile and management features. “We’re increasing the kinetic energy of the community,” says Sam Critchley, vice president of products at GyPSii and one of the company’s founders.

## GyPSii’s business strategy

Amsterdam-based GyPSii is now setting up distribution deals with mobile operators and device manufacturers in Europe, the Middle East, Asia-Pacific region, and the Americas. Operator partners include Dopod, a provider of mobile devices in China, which will offer GyPSii to its Dopod Club online community. Another partner, China Unicom, will offer GyPSii around the time of the 2008 Summer Olympic Games in Beijing. And Broadway Pvt Ltd., a location-based (LBS) provider in Mumbai, India, has agreed to market and distribute GyPSii to its user base and through operators. On the device side, GyPSii is working closely with Nokia, first on porting the social-networking platform to S60 devices (including successful Symbian Signed testing), secondly testing the service on different Nokia device models, and third, on exploring marketing partners. “Nokia is a strategic partner for us on the business side, the development side, and the distribution side,” Lennon says.

GyPSii’s business model has several revenue channels, some of which are stand alone, and some of which pro-



GyPSii  
Amsterdam, Netherlands  
www.gypsii.com



“Typically, once a mobile device has left the factory gate, that’s the end of the revenue. But with our model, the device manufacturer sees revenue coming from the post-sale handset,” says Sam Critchley, vice president of products, GyPSii.

## Looking ahead:

GyPSii is currently adding more languages to its S60 implementation, for a total of 10 in the very near term: English (both U.K. and U.S. versions), Chinese (both simplified and traditional), French, German, Italian, Korean, Russian, and Spanish and very quickly adding up to 30 more. The company also expects to add more mobile features to PlaceMe, SpaceMe, and Search functions, including the ability to browse what your network or preferred community of GyPSii users is doing, check messages, and read news feeds. Yet another project would create GyPSii-branded phones. “Many regions like the GyPSii brand a lot and have shown interest in the concept of rolling out a GyPSii-branded device,” Lennon explains. “We’d be going after a certain, selected demographic for initial uptake.”

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vide multiple-revenue generation. It licenses IPR royalties and the platform to operators and device manufacturers. It provides revenue sharing with operators who wish to use GyPSii for subscription services. "Some operators are looking at new value-added services like us, which bring a high amount of stickiness off portal and they are asking themselves if they can tactically add a revenue stream by charging a fee," explains Lennon. Unicom China, for example, plans to give away GyPSii for free before the Beijing Olympics, then change a monthly fee for the service to users during the Olympic Games.

Ultimately, GyPSii is moving to an advertising-supported business model, using unobtrusive contextual ads related to a user, their preferences and the on-screen content, especially their searches, or what GyPSii calls PlaceRank. "We see ad support picking up in certain regions with operators and overtaking the other revenue models," Lennon says, "though this could take 6, 18 or even 24 months in some regions." Device manufacturers are also attracted to the ad-supported model, too, says Critchley. "Normally, once the mobile device leaves the factory gate, the revenue stream ends," he says. "But with ads, you have an ongoing revenue model. The device manufacturer continues to see annuity based revenue coming from the handset."

### S60 3rd Edition

The GyPSii platform now runs on devices based on S60 3rd Edition, on which it is offered in both English- and Chinese-language versions. Currently, GyPSii is certified for use on the Nokia N95, Nokia N95 8GB, Nokia N92, and Nokia N73 devices. "The N95 is the device of choice," says Lennon. "It's a significant device, because it takes the core phone and makes it a great user experience. Clearly, I don't plan on buying a separate digital camera again, because there's such a high-quality camera on that device. Plus, it has great GPS built in. We've been 100 meters inside buildings in Korea, China, the U.S. and even a castle in Ireland, and still gotten a GPS fix."

### How Forum Nokia helps GyPSii

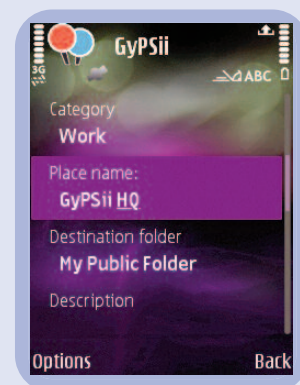
The GyPSii team is working closely with Forum Nokia on several fronts. Forum Nokia has provided loaner devices for GyPSii testing, and it has also helped with Symbian Signed testing and certification. Forum Nokia business-development managers are working to get GyPSii listed internally and on Nokia's Download! on-device portal and Catalogs client for S60 devices. Forum Nokia representatives are also introducing the GyPSii team to operators and content distributors. One important partnership has already been established with NAVTEQ, which, among other things, is helping the GyPSii team target other makers of devices based on the S60 platform. Earlier this year GyPSii won the NAVTEQ LBS Challenge, a contest that challenges developers worldwide to build innovative location-based services for mobile devices using NAVTEQ maps. NAVTEQ is also helping GyPSii look at emerging markets. "We recently had discussions with NAVTEQ about targeting Africa and the Middle East," Lennon says, "and we've since had introductions right to the CEO level."

Moving forward, GyPSii is talking with operators that both offer Nokia mobile phones and see the LBS-based social-networking platform as a competitive advantage. GyPSii also plans to explore ways of distributing its platform directly to consumers. To that end, it has organized focus groups with mobile consumers. Among the findings: Consumers aged 18 to 25 expect to always be connected and, when asked which device they would give up, the computer or their phone, overwhelmingly say their computers. "All of them aspire to \$600 devices, and they have no issues spending \$200 on a phone," Lennon says. "They want a browser, messaging, all that stuff, and they would love to have GyPSii, especially when they find out it's free, or nearly free."

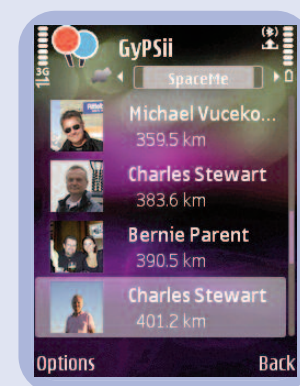
To further appeal to this always-connected generation, GyPSii is adding new community features. For example, one feature added to the PlaceMe service lets users receive an e mail notification when another person comments on a place. The effect has been what Lennon calls an "exponential increase" in the number of comments on places. "People started having a dialog instead of a monologue," he adds. In one instance, a man in Norway posted a photo of himself and a friend digging their car out of a deep snowfall. Before long, another GyPSii user commented on the photo. Then, because other users subscribed to the thread, a long string of user comments soon appeared. "This sort of thing facilitates the building of community," Lennon says.

For more information, go to:

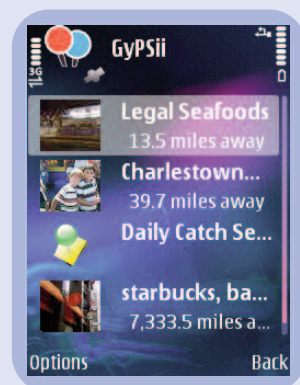
[www.nokia.com/developer](http://www.nokia.com/developer)



PlaceMe lets users record their lives in photo, video, and audio on a mobile phone, automatically geotag the content, and then share it with friends in real time.



SpaceMe lets users find friends and other GyPSii members in real time. They can then communicate with friends with a voice call, e mail message or text messages.



Search lets users explore the world around them and find nearby places that their friends and other GyPSii users have created. They can view the photos and videos of others, locate the places on a map, and share them with others.

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