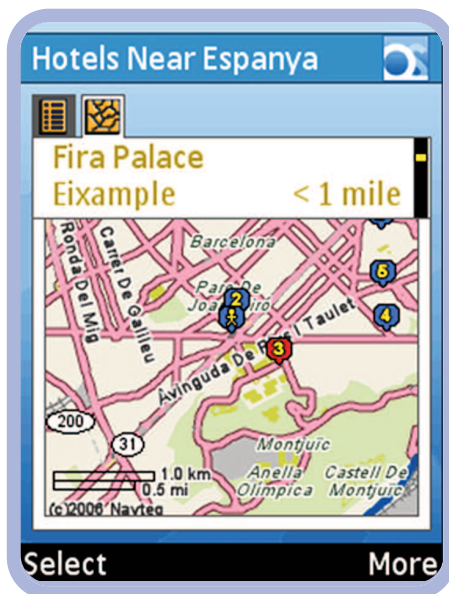


# Oxford Softworks Becomes a Virtual Valet Away from Home



Using location-based services, nearme helps travelers find restaurants, hotels, and directions close to their current location.

The solution to every traveler's problem — finding good restaurants, hotels, and directions — may be near at hand, literally, with Oxford Softworks nearme. This location-based service (LBS) for S60 3rd Edition devices determines the precise location of the traveler and then sends relevant travel information.

"With nearme, no matter where you are, you'll be able to find useful, relevant travel information," says Calvin Hutt, managing director of Oxford Softworks Limited, maker of nearme. "Other services such as Google Maps are only directory services, and don't give you in-depth information, such as the quality of food at a pub. We provide branded reviews from trusted sources and rich media content such as photos, so you're getting more than just a directory listing."

## Winning a prestigious award

Though nearme is currently available only in the UK, that has not stopped the application from gaining a prestigious award. It was the overall runner-up in the NAVTEQ Global LBS Challenge 2008 at the Mobile World Congress in Barcelona, and received the highest score in the Navigation category. As a result of the award, Oxford Softworks was granted licenses worth 300,000 pounds (\$596,871 US) from NAVTEQ, a provider of digital map data, and deCarta, Inc., a provider of geospatial software platforms. "The award was a big boost for us," says Hutt. "It got us a good deal of publicity, and helped us with developing important relationships as well."

*"The communications capabilities of S60 3rd Edition devices allows users of nearme to do more than just find information — they can act on it as well."  
— Calvin Hutt, Managing Director, Oxford Softworks*

## How nearme works

Working on a client/server model, nearme uses either global positioning system (GPS) or cell ID techniques to determine the location of someone using an S60 3rd Edition device. If GPS access is not available (such as when someone is inside a building), the software determines location by identifying the cell of a network.

Once the location is determined, the user launches a search for information, such as the whereabouts of a nearby pub. The client contacts a server, which searches the database for nearby pubs; the nearme server then delivers that information to the S60 3rd Edition device.

"Oxford Softworks does not gather the information about pubs themselves. Instead, we license database infor-



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Nokia has "provided invaluable support not only by evangelizing for us, but providing valuable feedback about how to enhance our product," says Calvin Hutt, managing director of Oxford Softworks.

## Looking ahead:

Oxford Softworks is continuing to sign up new content providers for nearme, and will be expanding its service beyond the UK. "We hope to eventually roll out the service worldwide, and toward that end, we are negotiating with content providers across the globe, as well as with network operators," says Hutt.

In addition, the company is working on a version of the client that will add new features, such as recognizing in which language to display information, based on the device's language. In addition, nearme may add a social networking feature that will allow consumers to comment on restaurants and hotels.

## Forum Nokia Pro Success Story

Continue

mation from respected third parties," Hutt says. "Currently in England, we have licensed The Good Pub Guide, which is a best-selling pub guide published by the Random House Group."

Oxford Softworks has negotiated with other content providers, including restaurant and hotel guides. The nearme service can display information from the database in many languages, including German, Italian, French, Spanish, and Finnish.

Because the software works on a client/server model, all the information resides on the server, which makes it easy for Oxford Softworks to continually add new information. "We can continually add new content providers to our database," Hutt says. "The ultimate goal is to be a 'virtual valet' for travelers. The communications capabilities of S60 3rd Edition devices allows users of nearme to do more than just find information — they can act on it as well. So, when someone finds a nearby hotel, they can use nearme's link to the S60 3rd Edition device to call the hotel and make a reservation."

Hutt says that S60 3rd Edition devices are an ideal platform for the service in other ways as well. "The screen size of S60 3rd Edition devices is well-suited to an application such as nearme that displays text information as well as graphics," he says. "And the devices' target demographic matches ours: tech-savvy users who are curious about what they can do with their phones beyond making calls, and are inclined to try location-based services."

*"We believe, as Nokia does, that the future is in LBS services, such as nearme. We expect that we'll be able to deliver high-value location-based travel information to people with S60 3rd Edition devices, no matter where they are, around the globe."*  
— Calvin Hutt

### Multiple business models

Oxford Softworks has designed nearme to have a variety of flexible business models, allowing it to garner revenue in multiple ways. In nearme's current incarnation, the software itself is free, and revenue is gained via reverse-billed short message service (SMS). The consumer texts a keyword to a short code to get information delivered to his or her phone, and then pays for the SMS message. Revenue is shared between the network operator and Oxford Softworks, which in turn shares its revenue with its content providers.

There will be many other business models as well. Oxford Softworks is planning to launch nearme as a subscription service, charging customers a monthly or annual fee for unlimited access to the database. It may also include advertisements in the information it delivers as a way to get revenue.

### How Forum Nokia PRO has helped Oxford Softworks

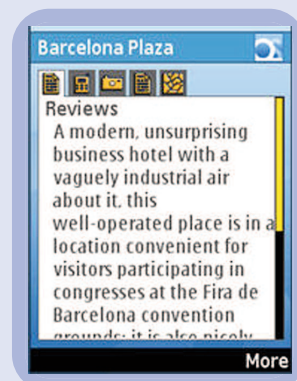
Nokia and Forum Nokia PRO have been key to Oxford Softworks' success, Hutt says. The relationship began at the Mobile World Congress in Barcelona, where staff from Forum Nokia PRO were judges on the NAVTEQ Global LBS Challenge 2008 panel.

"That's where I first made contact with Nokia, and it's been a fruitful relationship ever since," Hutt says. Nokia, he says, has been evangelizing on behalf of nearme. The company has invited Oxford Softworks to attend the S60 Summit in Barcelona in May 2008, for example. In addition, nearme will be available through Nokia's Download Store. Nokia has, says Hutt, "provided invaluable support not only by evangelizing for us, but providing valuable feedback about how to enhance our product. We are looking forward to forging a closer relationship with them for nearme and other LBS services."

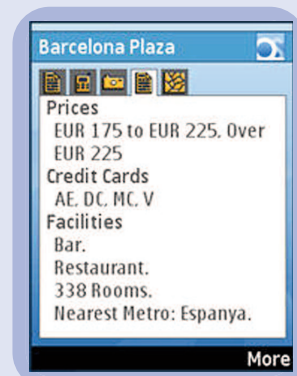
"We believe, as Nokia does, that the future lies in LBS services, such as nearme," Hutt concludes. "We expect that we'll be able to deliver high-value location-based travel information to people with S60 3rd Edition devices, no matter where they are, around the globe."

For more information, go to:

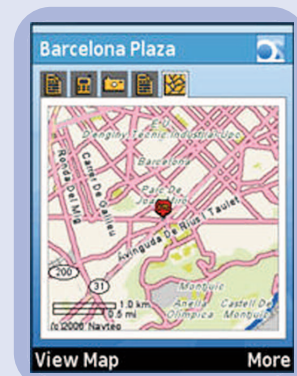
[www.nokia.com/developer](http://www.nokia.com/developer)



Travelers rely on nearme for high-value reviews of places of interest to them.



The service includes detailed information about each location, including pricing details and the nearest public transportation.



The nearme mapping feature shows the location of nearby destinations.



The nearme service includes not just text information, but also rich media content, such as photographs.

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