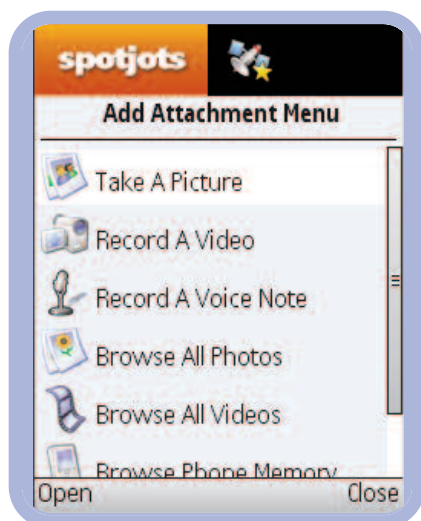


# SpotJots Shares Life Experiences As They Happen



SpotJots uses location-based services and the multimedia capabilities of S60 3rd Edition devices to let people take and share photographs, videos, and audio notes with friends and family in real time.

What takes two of the hottest Internet technologies — blogging and social networking — mixes them with the video, photo, and audio features of S60 3rd Edition devices, and adds in the capabilities of location-based services (LBS)? The SpotJots application, from Ten23 Software, which should satisfy consumers' desire for ubiquitous communications and keeping in constant contact with friends, acquaintances, and family. The application lets people share their life experiences with others, as they happen.

'We felt that a device that you carry with you all the time should be used for more than just voice and text,' says Christopher Heiser, president of Ten23 Software, the developer of SpotJots. 'Mobile phones such as S60 3rd Edition devices have become increasingly sophisticated in their media handling, and we felt they should be used to keep you in close contact with friends, as well as help record experiences that you might wish to revisit later.' With SpotJots, consumers can take photos, capture videos, record voice notes, create blog-like entries, and use the LBS features of S60 3rd Edition devices to 'geotag' those entries — that is, stamp them with the location where each was created. That content can then be uploaded, so that other people can discover them using their S60 3rd Edition devices, as well as on an associated Web site. The content can also be published to online services such as Facebook, Twitter, TypePad, and Blogger.

*'S60 3rd Edition devices have the best picture and video quality found in mobile devices, so [they're] perfect for SpotJots — an S60 3rd Edition device is like a super-machine in your hand. We also rely heavily on the GPS support of the Nokia N95.'*  
— Ten23 Software President Christopher Heiser

## Winning the NAVTEQ award

Although SpotJots is a new application, it has already gained an impressive award: It was the Grand Prize Winner of the NAVTEQ Global LBS Challenge — Americas in April 2008. The prize package is valued at \$525,000 (390,430 euros) and includes \$50,000 (about 37,184 euros) in cash, \$225,000 (167,327 euros) in NAVTEQ data licenses, and up to \$250,000 (185,919 euros) in sponsor-donated licenses. Ten23 Software has received other awards as well, such as being a semi-finalist in the NAVTEQ Global LBS Challenge 2007 for its SpotKast application. 'Being chosen as the Grand Prize Winner from NAVTEQ helped us tremendously', Heiser says. 'It validated all the work we had done on SpotJots, and helped put us on the map.'

ten23.

Ten23 Software  
Fullerton, California  
www.ten23software.com



'Nokia's help has been invaluable and extremely important to us. We're developers, not marketers, and they've been great at getting us introductions and visibility that we could not have gotten by ourselves', says Ten23 Software President Christopher Heiser.

## Looking ahead:

Ten23 Software is working on getting SpotJots pre-installed on devices, and is planning to join with operators to distribute the software. Ten23 Software is also making plans for including location-based advertising in the free version of SpotJots, and for launching its premium services. Beyond that, the company will add new features to the software, such as a SpotJots Facebook application. 'Our experience with Nokia has been fantastic', says Heiser. 'We were not that well-connected in the LBS space, and Forum Nokia has really bridged that gap for us. We're a small company, and small companies often get lost when dealing with much larger companies. That hasn't been the case with Nokia, though: It's amazing that a company like Nokia has given a small business like ours this kind of support.'

### Share photos, videos and blogs in real time

Heiser says that SpotJots had its genesis in an experience that he and Ten23 Software co-founder Christopher Pursley had at the NAVTEQ Global LBS Challenge in 2007. 'We were walking around the convention, and wanted to share that experience with people who couldn't be there', he explains. 'But there was no way to share photos, videos, and blogs from a mobile phone. We realized that many other people had the same need, so we developed the software to solve the problem.'

By taking full advantage of the media capabilities of S60 3rd Edition devices, SpotJots makes it easy for people to share experiences with others. From within SpotJots, consumers can take photographs and videos, and record voice notes. Then they can upload that content, attach text notes, and apply geotagging. People then use the software to search for Jots (the uploaded content) of people nearby, of people they know, or that have been posted to any geographical location. 'S60 3rd Edition devices have the best picture and video quality found in mobile devices, so [they are] perfect for SpotJots — an S60 3rd Edition device is like a supermachine in your hand. We also rely heavily on the [global positioning system (GPS)] support of the Nokia N95', says Heiser.

He says that porting the application to S60 3rd Edition devices was extremely easy. SpotJots is a Java™ Platform, Micro Edition (Java™ ME) application, and Ten23 Software used the NetBeans development environment for porting. 'The Nokia platform for Java is great', he says. 'It also has an excellent multimedia API and solid support for LBS'.

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— Christopher Heiser

### Moving toward a subscription-based business model

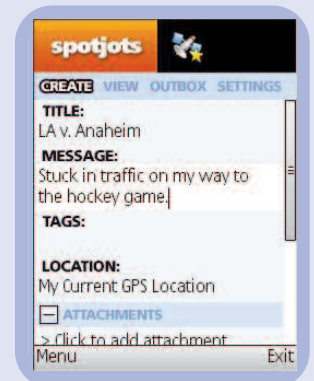
Access to the SpotJots.com Web site is available to anyone free, and will always remain free, Heiser says. Users who sign up now can download the SpotJots Mobile application for free as well. The company plans to make money selling premium SpotJots services. 'For an extra \$2 a month, users will get additional features', he says. 'With a free account, you will always see the last 200 jots that you have posted. With a paid account, you will have access to all of your jots. The paid account will also let you manage Jots in bulk, and offer other features such as one-click generation of photo albums.' In addition, Ten23 Software will deliver location-based advertising to SpotJots users who do not use the premium service.

### How Forum Nokia helps ten23 Software

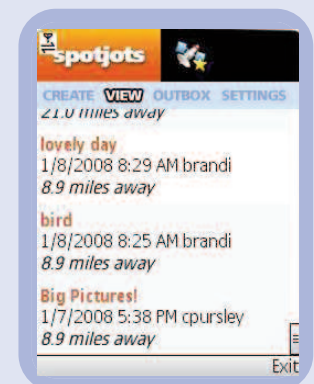
Heiser says that Forum Nokia PRO and Nokia have been excellent resources for Ten23 Software, particularly for business development. 'Nokia's help has been phenomenal', he says. 'They are a major sponsor of the NAVTEQ Challenge, they have introduced us to several key players in the LBS space, they have lobbied on our behalf, and they have been great ambassadors for SpotJots.' Ten23 Software, he says, was invited to be at the Nokia booth at CTIA WIRELESS I.T. & Entertainment 2008 in San Francisco. He also says that Forum Nokia worked to get Ten23 Software into the Symbian booth at Web 2.0 Expo New York in 2008. In addition, he says that Nokia provided test devices so that SpotJots could port its application to the devices. 'Nokia's help has been invaluable and extremely important to us', he says. 'We're developers, not marketers, and they've been great at getting us introductions and visibility that we could not have gotten by ourselves.'

For more information, go to:

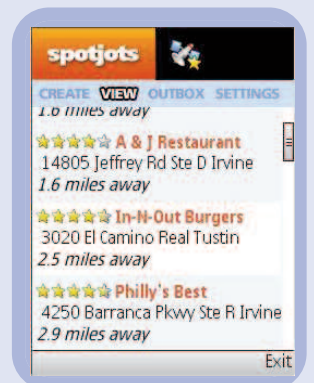
[www.nokia.com/developer](http://www.nokia.com/developer)



With SpotJots, consumers can create micro-blog entries and geotag them so that people can see their current location.



SpotJots will display all the Jots that have been created anywhere near the user's current location, and display their distance from that location.



SpotJots ties into location-based services so that consumers can find nearby restaurants.