All You Need Is Content
Create Sophisticated Mobile Location-Based Service Applications Without Programming

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LBS2014 – 11th Symposium on Location-Based Services, Vienna, 26-28 Nov. 2014
What is it all about?

Agenda

- **LBS Applications**: Capabilities, Benefits, Challenges
- **Problem**: Professional LBS Apps are *useful but rare*
- **New approach** to LBS App generation: *Easy, Fast, Feature-rich, Customizable*
- Conclusion
Benefits of LBS Systems

People want: At the right time and location...
- Mobility, Indoor, Outdoor

... the right information...
- Data - Points of Information (POI) – „What is it about?“
- POI Search – „What / Where is it?“
- Routing – „How do I get there?“

... and overview / orientation.
- categorized POI - „Show all van Goghs“
  → Different views und category-filter
- Positioning – Indoors and Outdoors!

Look around: People want to use their smartphone (for that)!

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Professional LBS Applications...  
... often very useful

- There is **big interest** for LBS applications
  - **Museums** and leisure parks
  - **Tourism/Events** and hotels
  - **Industry**
  - **Schools and universities**
  - **Government institutions**
  - Where mobile information demand is high

... but rarely used! Why?

- **Too expensive** for smaller organisations
- **Too time consuming** for smaller events
- Not enough **specialists** able to handle all specific aspects
LBS Apps are Sophisticated Applications
Expert Knowledge for Functionality and Data Needed

- Knowledge in **different fields of expertise** is necessary for LBS functionality
  - Navigation – indoor and outdoor
  - Georeferenced maps and floor plans
  - Algorithms for routing, information search, filtering
  - Multimedia
  - Autonomous and networked
  - Database (synchronize)
  - Programming of mobile devices
  - Different hardware systems / sensors
- Data is very specific per LBS use-case
Decouple Responsibility for LBS Functionality and Use-Case Data

The aionav App Technology

- PC-based content management system to model data for LBS application
- **Bundle** data-model with already programmed LBS functionality = new LBS App

- App/content creators are the use-case data experts, but PC-Laymen
  - So app creation tools are „foolproof“
  - Productive usage after 1 hour

- Technology **emerged from research projects** around „positioning“ to LBS
Individual App Creation by Providing Content

Concept of the aionav LBS System

- Mobile POI-access
- Use expert information
- "note" on-site information
- Live positioning
- Save all to database

Mobile software
LBS App

Database
LBS Manager and App
access same database

PC Software
LBS Manager

- Efficient POI-modeling
- Provide expert information
- POI-management/backup
- Save all to database
- Pack into your own LBS App

Optional
Online Services

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aionav LBS System

LBS Manager: Generating an App

• Drag & Drop your expert info
• Freely structured POI with multimedia
• 3D Routing Graph, Guided-Tours
• Within your Map / floor plan context
• Review your first App version on phone within minutes, then start refining
• Without programming!
**aionav LBS System**

**Key features of the App (1|2)**

- Multimedia pinned to location = POI
- POI maps and lists
- POI notes and sharing
- POI browsing by category or location
Key features of the App (2|2)

- POI search
- Positioning: GPS, WLAN, (Pro: IMU, VCA)
- Multi-storey building, 3D-routing
- POI-Tour guides
- and more…
Conclusion

We do the expert software, you do the expert content

- Idea: Like Website Generators in 90s – Now App Generators
- Get own LBS app easy, fast, customizable
- By entering own content of interest - Without programming!

- Share your passion with map, content and interactivity with YOUR own app
- No usual software development risks, cost, time schedule

- Different LBS Apps already created and published – see App Stores, search „AIONAV“
- App creators amazed about the simple process
…so make an app out of your expert information / passion and spread it!

All You Need Is Content

+ aionav

app your passion

Questions? Martin Krammer
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Check out the Apps

Google Playstore

Apple Appstore

You want to find out about aionav in detail?

See paper, talk to me later or contact info@aionav.com