

All You Need Is Content

Create Sophisticated Mobile Location-Based Service Applications Without Programming

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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)!



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

They want an LBS App!



... 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**



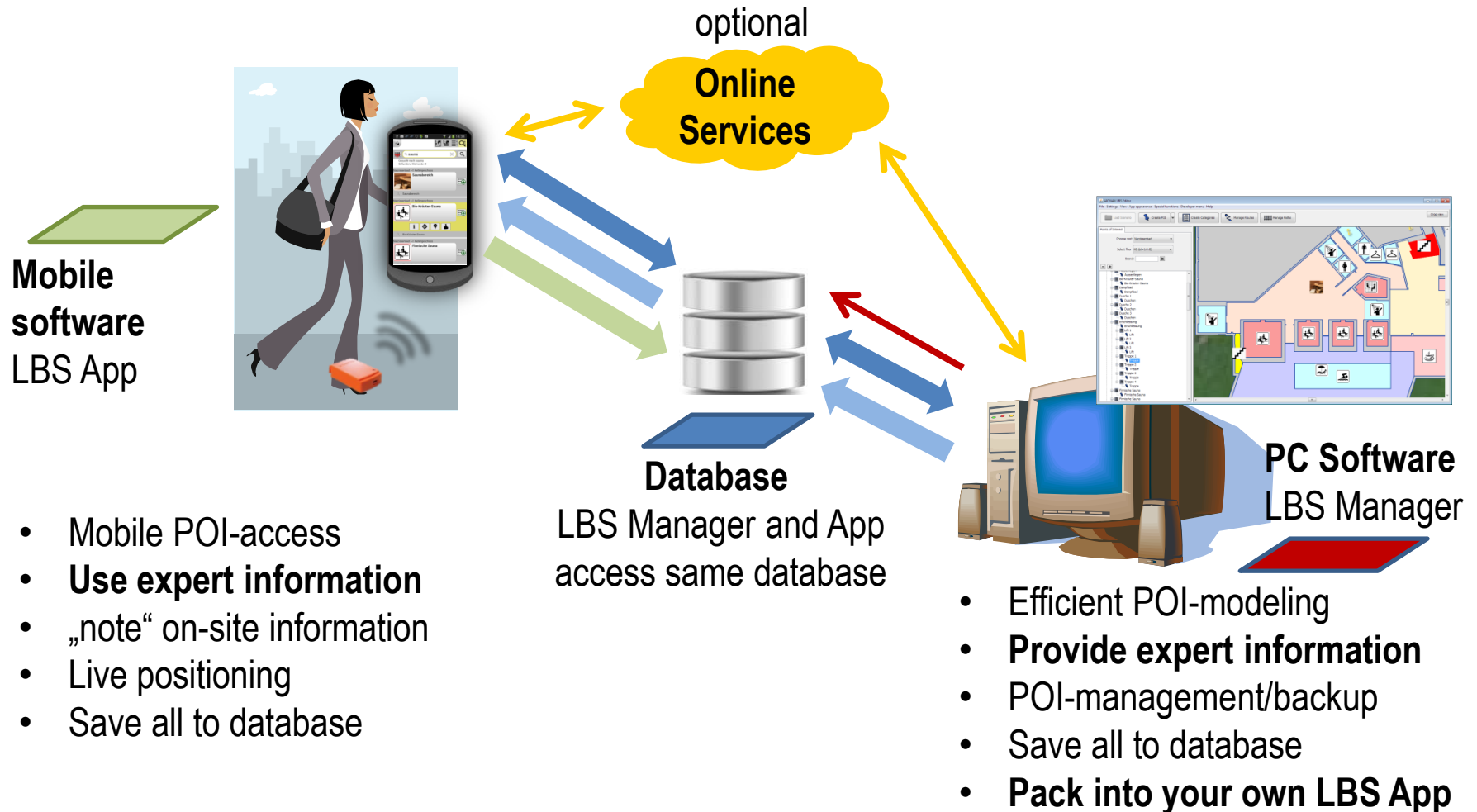
„Decouple Responsibility for LBS Functionality and Use-Case Data“

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

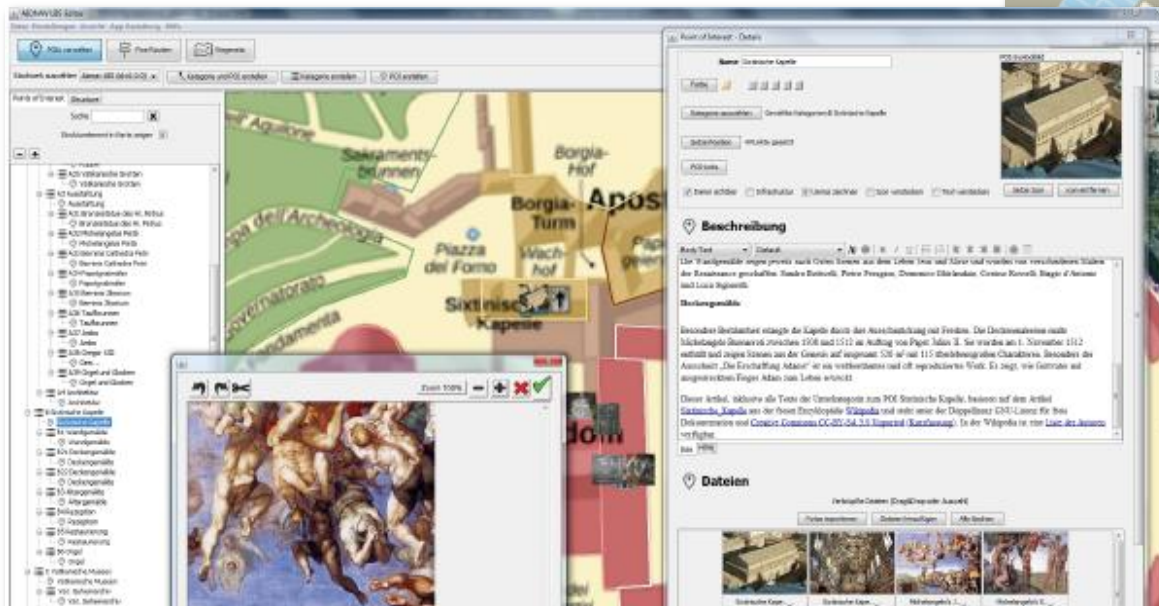
„Individual App Creation by Providing Content“ Concept of the aionav LBS System



aionav LBS System

LBS Manager: Generating an App

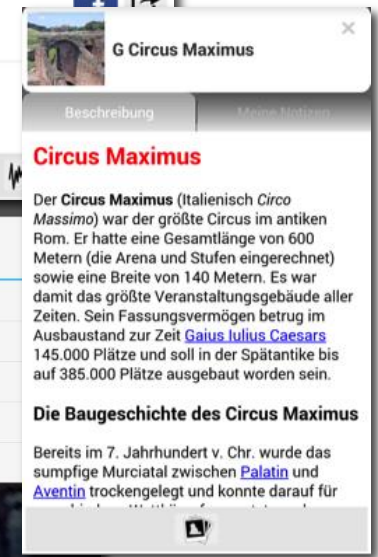
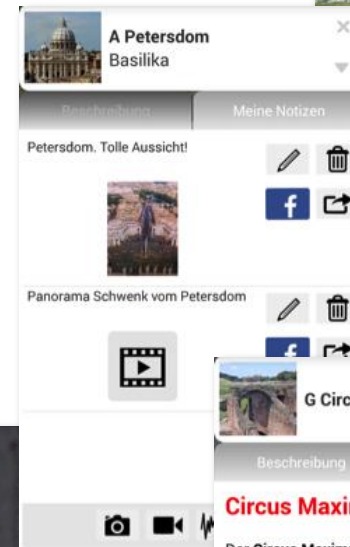
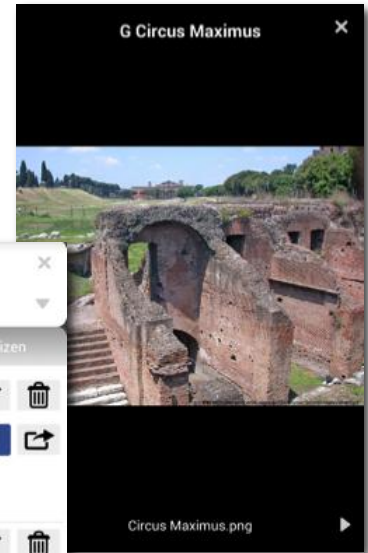
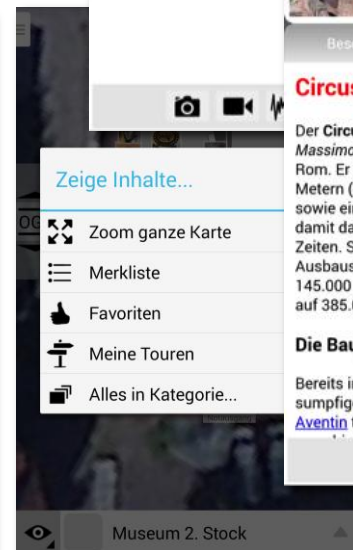
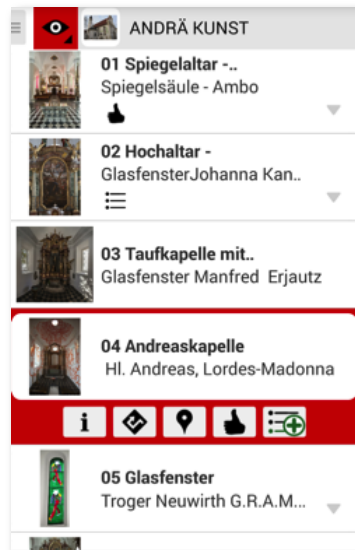
- **Drag & Drop** your expert info
- Freely structured **POI** with **multimedia**
- **3D Routing Graph**, **Guided-Tours**
- Within your **Map / floor plan** context
- **Review** your **first App version** on phone **within minutes**, then start refining
- **Without programming!**



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Key features of the App (1|2)

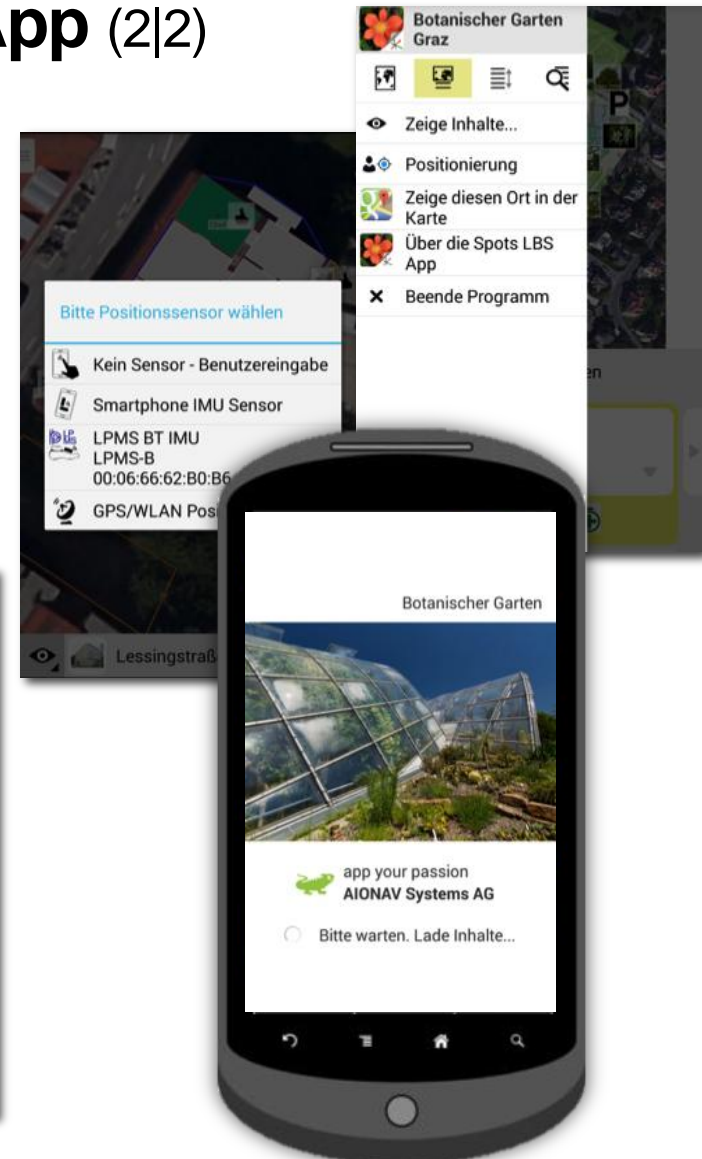
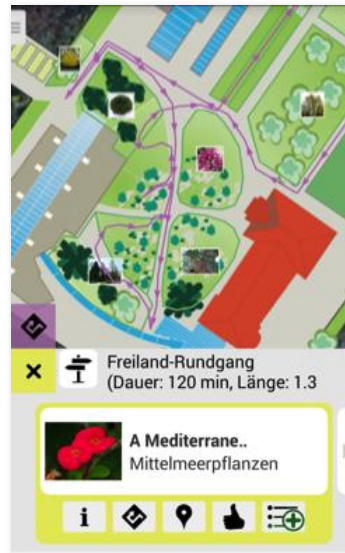
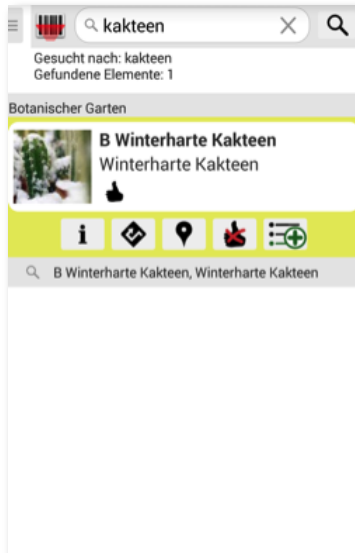
- Multimedia pinned to location = **POI**
- **POI maps and lists**
- **POI notes** and **sharing**
- **POI browsing** by category or location



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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

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Questions?

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Check out the Apps



goo.gl/9iJALT

Google Playstore



goo.gl/UBwDII

Apple Appstore

**You want to find out
about aionav in detail?**

See paper,
talk to me later
or contact

info@aionav.com