



LOCATION-BASED SERVICES

Lunchtime Leaders

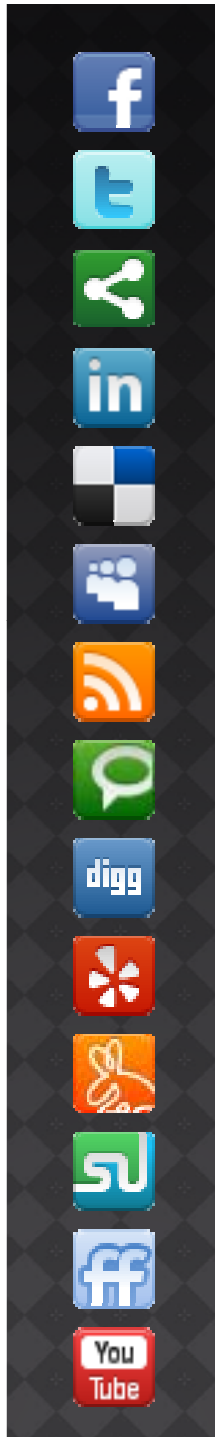
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LBS DEFINED

- ◎ A location-based service (LBS) is an information or entertainment service, accessible with mobile devices through the mobile network and utilizing the ability to make use of the geographical position of the mobile device

Courtesy of: http://en.wikipedia.org/wiki/Location-based_service



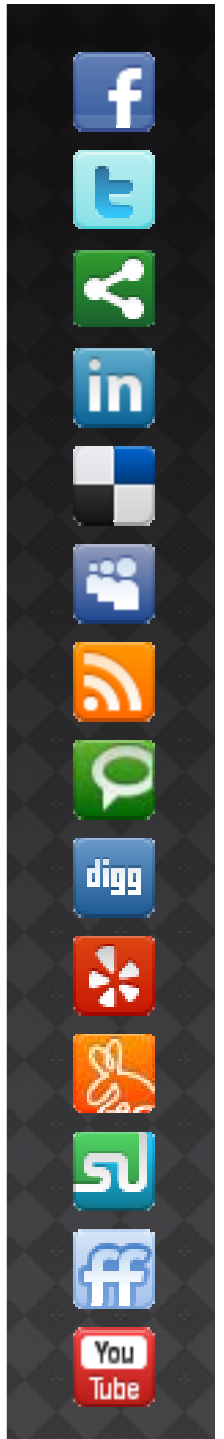
WHY USE A LBS?

◎ Individuals

- Interact with friends
- Find businesses
- Share information
- Build a community

◎ Business

- Advertise
- Help people find you
- Metrics
- Manage your brand
- Build a community



DEMO AND DISCUSSION

◎ Yelp

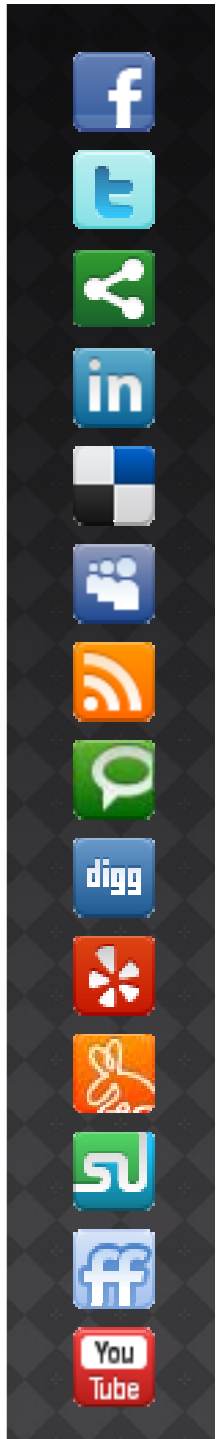
- Website Features
- Mobile Features

◎ Foursquare

- Website features
- Mobile features

◎ Facebook Places

- Website features
- Mobile features



COOL LINKS

◎ Yelp

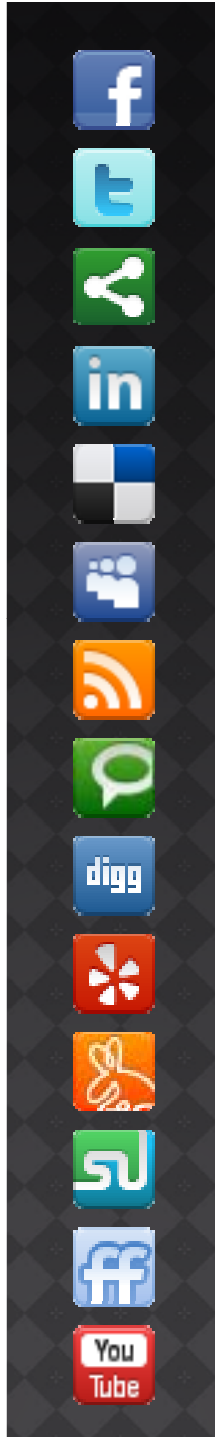
- <https://biz.yelp.com>
- <http://mashable.com/2010/03/20/yelp-for-business/>

◎ Foursquare

- <http://thekruser.com/foursquare/badges/>
- CIO.com <http://tinyurl.com/24yy6ld>
- <http://mashable.com/2009/12/10/fourquare-tips/>

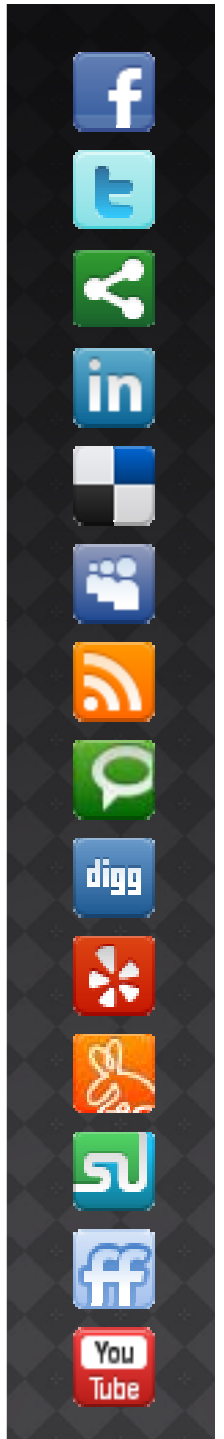
◎ Facebook Places

- <http://mashable.com/2010/08/19/facebook-places-guide/>
- CNN Tech <http://tinyurl.com/4wcktrs>
- Sprout Social <http://tinyurl.com/6kkbkwb>



ABATON CONSULTING

- ◎ **Technology Management** - on demand consulting services for guiding the technology direction of your business,
- ◎ **Social Media** - connect with an expanding market segment using the latest web 2.0 technologies,
- ◎ **Web Services** - web design and management services for building and maintaining your online brand,
- ◎ **Professional Development** - customized training programs for improving the effectiveness of information technology within your business,
- ◎ **Presentation Center** - an innovative way of hosting cost-effective meetings in a professional and feature-rich environment.



THANK YOU



TECHNOLOGY MANAGEMENT – WEB SERVICES
SOCIAL MEDIA – PROFESSIONAL DEVELOPMENT

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