Have phone. Must Tag.

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Location-aware virtual sticky notes
A complete overview of the mobile social locative space

Soso’s / MoSoSo’s, Social networks, Mobile devices, Keitai, cellular phone, Personal Handy Phone, GPS, Cell id, Open Geospatial, GeoRSS, APIs, 43places, Rabble, uLocate, RSS, Semantic Web, Geospatial Web, Semacodes, Shotcodes, Nextcode, 2D Barcodes, Data matrix, Semapedia, Google/Yahoo/Microsoft Maps, OpenStreetMap, Mapping Hacks, Rich Gibson, Schuyler Erle, Geowankers, Wayfaring, 43things, del.icio.us, MySpace, Flickr, Xanga, Xuqa, Bebo, Google Earth, National Geographic, Navteq, Telcontar, Mogi-mogi, KDDI GPS, Qualcomm, NTT Docomo, Nokia, Motorola, Samsung, Sanyo, Sharp, Tomtom, Garmin, Dodgeball, Gameboy DS, PSP, T-Mobile, Cingular, Verizon, Sprint/Nextel, Boost Mobile, Mosoft Maps, OpenStreetMap, Mapping Hacks, Rich Gibson, Schuyler Erle, Geowankers, Wayfaring, 43things, del.icio.us, MySpace, Flickr, Xanga, Xuqa, Bebo, Google Earth, National Geographic, Navteq, Telcontar, Mogi-mogi, KDDI GPS, Qualcomm, NTT Docomo, Nokia, Motorola, Samsung, Sanyo, Sharp, Tomtom, Garmin, Dodgeball, Gameboy DS, PSP, T-Mobile, Cingular, Verizon, Sprint/Nextel, Boost Mobile, Amp’d, Helio Soso’s / MoSoSo’s, Social networks, Mobile devices, Keitai, Soso’s sextcode, 2D Barcodes, Data matrix, Semapedia, Google/Yahoo/Microsoft Maps, OpenStreetMap, Mapping Hacks, Rich Gibson, Schuyler Erle, Geowankers, Wayfaring, 43things, del.icio.us, Flickr, Xanga, Xuqa, Bebo, Google Earth, National Geographic, Navteq, T, Helio phone, Personal Handy Phone, GPS, Cell id, Open Geospatial, GeoRSS, APIs, 43places, Rabble, uLocate, RSS, Semantic Web, Geospatial Web, Semacodes, Shotcodes, Nextcode, 2D Barcodes, Data matrix, Semapedia, Google/Yahoo/Microsoft Maps, OpenStreetMap, Mapping Hacks, Rich Gibson, Schuyler Erle, Geowankers, Wayfaring, 43things, del.icio.us, MySpace, Flickr, Xanga, Xuqa, Bebo, Google Earth, National Geographic, Navteq, Telcontar, Mogi-mogi, KDDI GPS, Qualcomm, NTT Docomo, Nokia, Motorola, Samsung, Sanyo, Sharp, Tomtom, Garmin, Dodgeball, Gameboy DS, PSP, T-Mobile, Cingular, Verizon, Sprint/Nextel, Boost Mobile,
Trend #1

- Mobile phones locus for personal expression via media creation
Trend #2

- Location is becoming an essential component for mobile content
Personal Expression
Number of devices carried vs their expressive potential
Mimi Ito: “The phone isn’t replacing the desktop. It’s replacing gum and cigarettes.”
Mobile phones + self expression

- Senses
- Virtual space
- Trusted friends
- Full time intimate communities
We tell stories. We moblog. We create and tag moments in our lives that are important, significant. We capture silly pictures of ourselves.
A culture of sharing
Taming the torrent

• Traditional tools for navigating media don’t scale:
  • Media can be created and accessed anywhere
  • User generated content is mixed with editorial / commercial content
  • Top-down distribution replaced by peer to peer models
• So how do we tame the torrent?
Location
Taming the torrent:
Location, location, location

- Great media filter - nearby, within x blocks
- Situates stories and enriches media by adding contextual relevance
- Locates author, reader
Location is not everything

- Augments (but doesn’t replace) social network filters
- One (significant) part of metadata mix
- Alongside social, modal, temporal filters
What’s valuable?
What is valuable?

• **Users:**
  • Finding information that is relevant to where you are, when you’re there
  • Tips and recommendations from trusted sources
  • Sharing your stories
What is valuable?

• **Partners**
  
  • Tools such as marketplaces and metrics which allow local businesses to advertise to relevant people, when appropriate
  
  • Transparency, security and privacy in handling location information
What matters?

What **you** do

**Where** you do it

How you **make** it
“The universe is made up of stories, not atoms.”
- Muriel Rukeyser
Thank you!

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