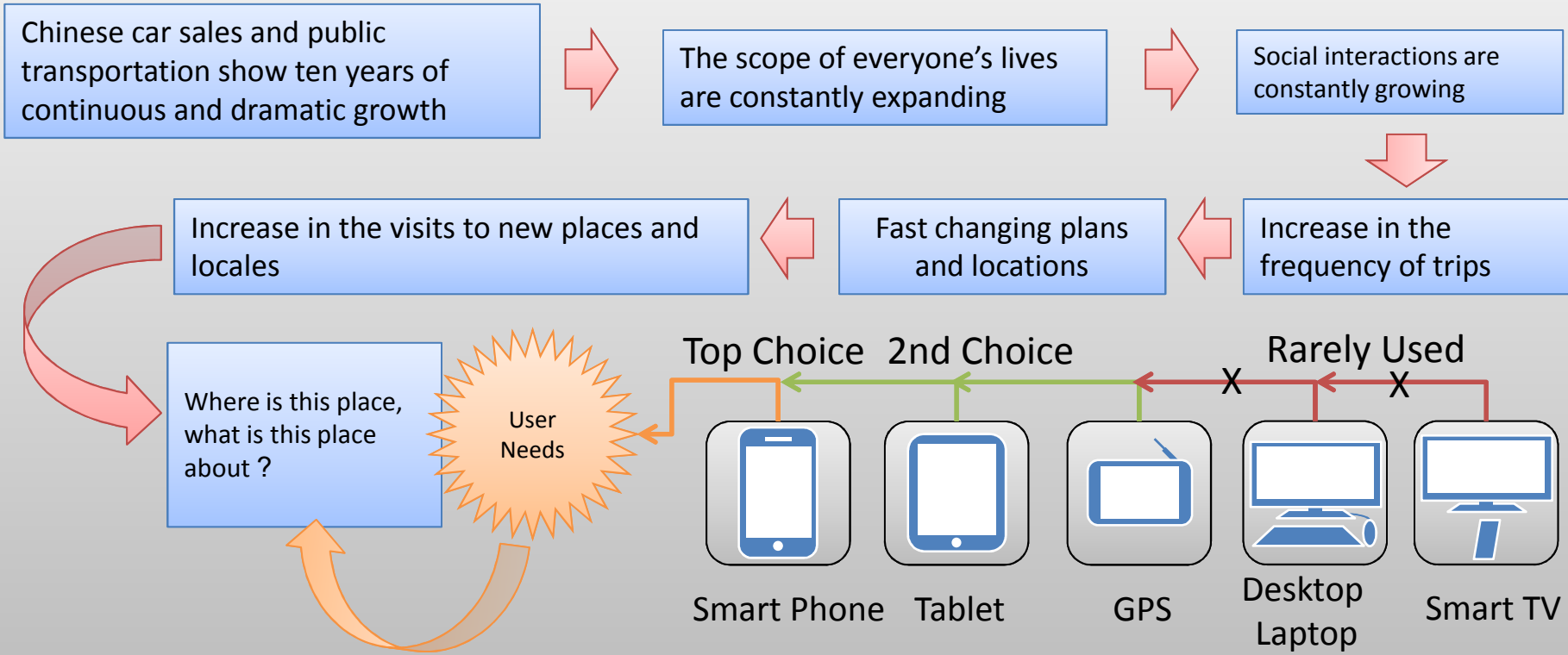
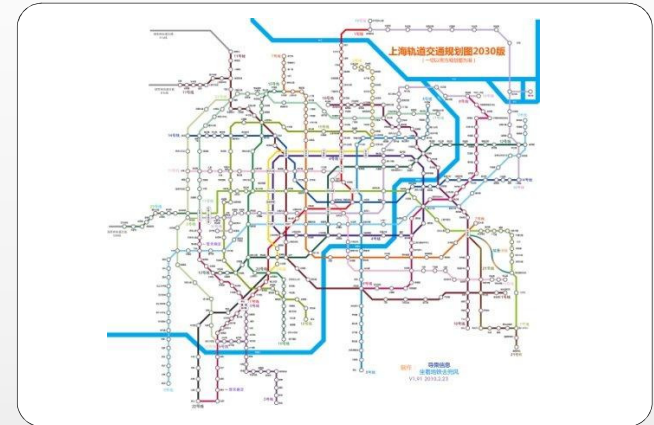
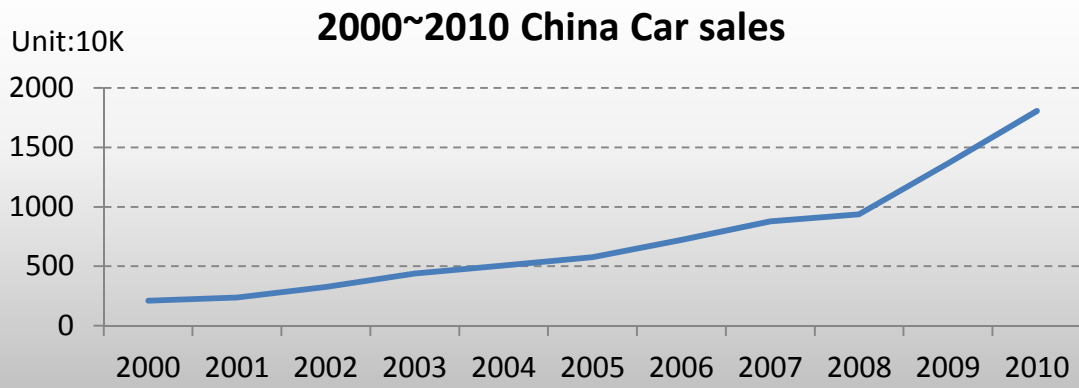




Mobile Location Based Service (LBS)

Location Based Service (LBS) is Growing



Smartphone is top choice



Smart Phone

- Light weight
- **Very portable**
- **Multifunctional**
- **Everyday essential**
- 3G/WiFi capability
- **Work and Personal**



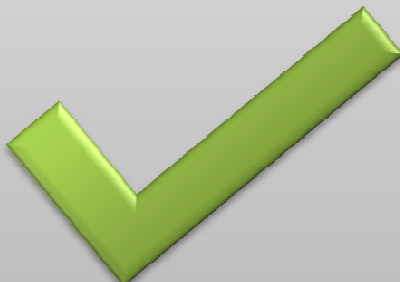
Tablet

- Mid-weight
- More limited portability
- Multifunctional
- Not absolutely essential
- 3G/WiFi capability
- Work and entertainment



PND GPS

- Light weight
- **Very portable**
- Limited functionality
- Not absolutely essential
- Limited connectivity
- Primarily navigation and POI



Answering “What is there?”



Provide the what the user needs when he needs it

A particular geographic location ?

e.g. map

Fix
Location

User's interests in POI location and information

e.g. dining, hotel, metro, parking, gas stations....

Service

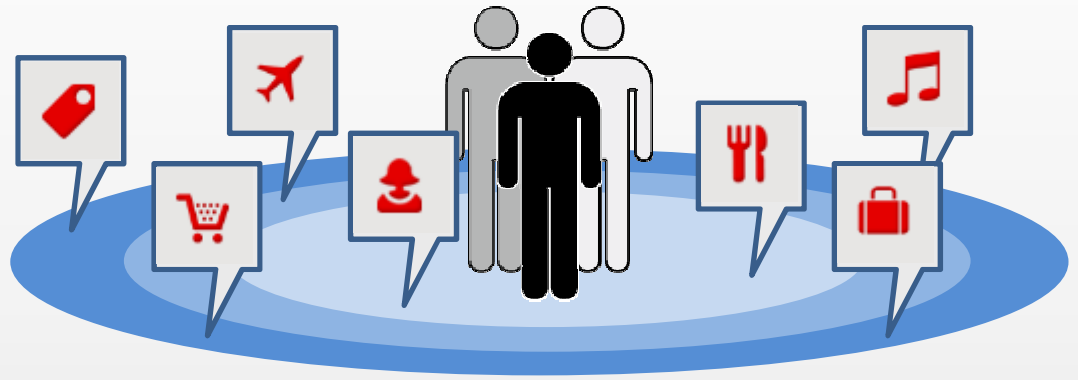
User's interests in affiliated POI information

e.g. coupons, gas prices, transportation
schedules , parking prices

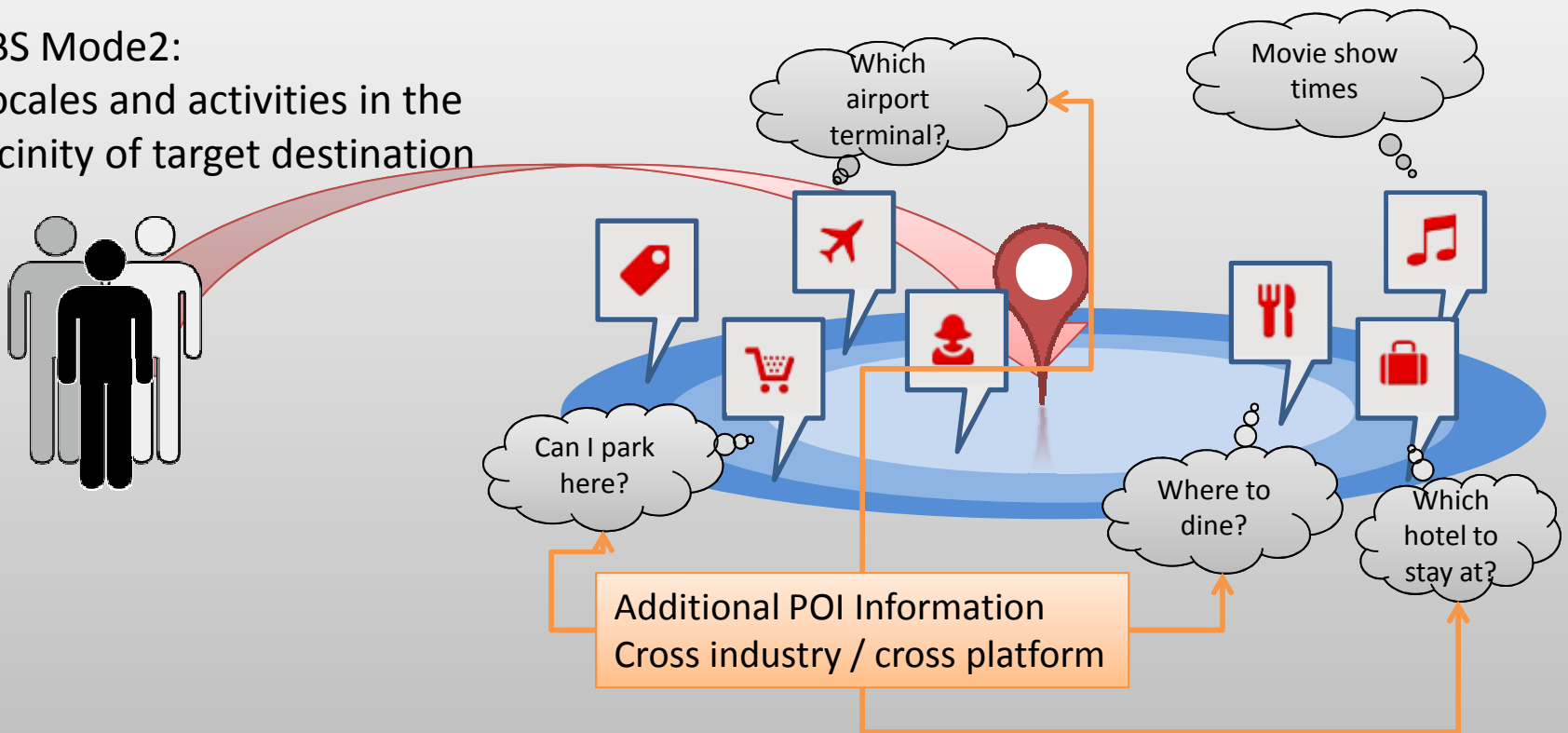
When a user is in an unfamiliar environment, they will ask themselves “What is this place?” This does not necessarily mean that they do not know where they are, but that they would be more comfortable with more and accurate information about the new environment.

LBS Cross Border Nature

LBS Mode1:
Locales and activities in the vicinity of work and residence



LBS Mode2:
Locales and activities in the vicinity of target destination



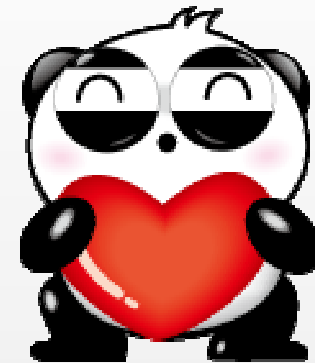
LBS Information needs to be timely and accurate



Start LBS POI search

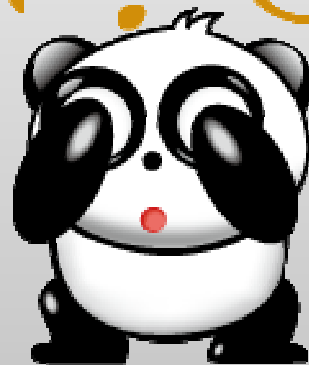


Timely and accurate POI information will make him happy



Additional useful and relevant POI information will be icing on the cake

NO! NO!



If he gets the wrong or out-of-date POI Information, he might try again

Try again



If information is still wrong, he will say goodbye

LBS+ POI

=



丁丁生活

DD Life APP

LBS+ O2O

=



丁丁优惠

DD Coupons APP

LBS+ Social

=



丁丁签到

DD Check-In APP



POI Information



POI Additional Information