

Inspiration from Dr. Seuss: Oh, the places you'll go



There is fun to be done!

There are games to be won.

There are things to be learned

Mobile Adventures

Mobile Metadata for Spontaneous Travelers

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for TEKES' Experiential Industry (Elämysteollisuus) call

Goals

- Provide context related **services** for mobile users according to their profiles and situation
- Provide **user interfaces** for mobile users and businesses for creating location based messages for certain communities
- Gather users' **needs** and study users' **experiences**
- To UERG: another promising **domain** to study the use of location-based services

Some windows are lighted and some are darked.

Technologies

- Create an experimental service based on DYNAMOS and Annotea
- Store locations and messages as Annotea Landmarks containing standard RDF metadata
- Builds on Semantic Web technologies increasing reuse and easy integration with other services

Possible Partners

- Operators
- Media companies?
- Nokia?
- Gas station/café chains
- Hotels
- Municipalities (and businesses in them)
- AutoLiitto
- Attractions and sights (Iittala, Muurla, Veljekset Keskinen)
- Happenings
- ...
- Your company?

Scenario 1. Service information and recommendations



Visit Tropiclandia
spend extra day on trip



Hotels with available rooms:
hotels with attractions:
Tropiclandia hotel and waterpark
(extra 60 km driving)
basic hotels in order (price, distance):
...

Profile 2: Start services info
(hotels)

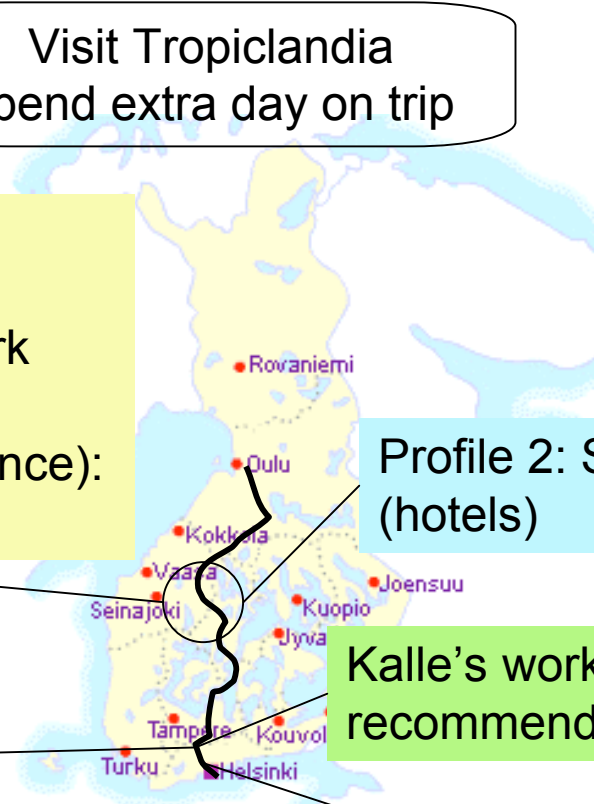
Children get restless, attractions:
liittala café and museum 1km
Shell Simpukka 5km

Kalle's workmate Pasi
recommends Shell Simpukka



Stop at Shell,
landmark liittala

Profile 1: Start services info
(gas stations, cafes, etc.)



Scenario 2. Challenges



Visit Tankavaara, get stamp
in tourist booklet available
in T marked places



What is Tankavaara famous of?
Follow the T signs to find out.

Which Finnish city does Arctic
circle cross?

Visit Rovaniemi, get stamp
on arctic circle pole



Profile 3: Start services info
(games, entertainment etc.)

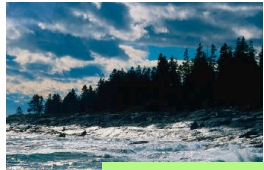


Visit Aurora, enjoy Aurora
Borealis, get stamp



Aurora borealis is active tonight.
Join restaurant Aurora's viewing
deck in 2km to eat and enjoy the
scene. Follow signs T Aurora.

Scenario 3. Community tracks



Kari: "I stopped at the next P, saw hidden stairs and followed them to a beautiful sandy beach. I could not resist the water..."

Timo: "Next gas station cafeteria has the best food ever. Try 'chef's meatballs'."

Visit cafeteria, leave reply "Timo was right, best gas station food ever".



Visit Sara, enjoy company, grilling, sauna, and swimming.



Sara: "We are 10 minutes apart, call me (040 789 123) and visit our summer cottage!"

Kari: "Follow my route blog to Kuopio: Turn on 'Karimarks1232005'."

Profile 4: Start my community info + turn on Kari's story blog

Scenario 4. Games

Katrina creates some areas in the city and and attaches tips to them. She also attaches warnings around the game areas to prevent people going too far. She also drops special findings that can be collected along the way.



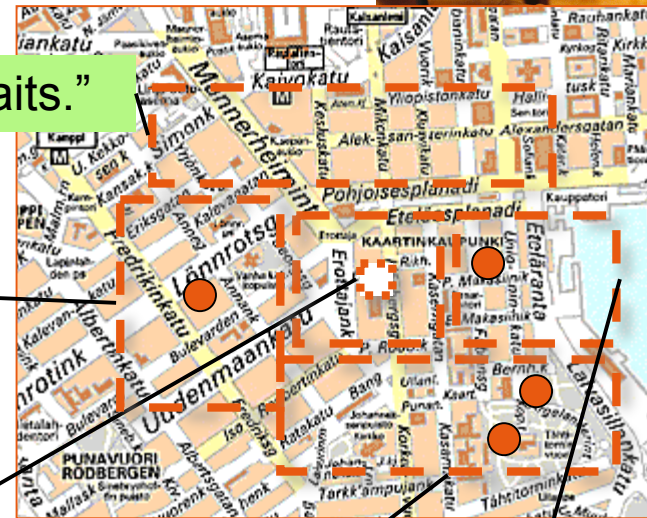
Tip: “N:/E:/W: Wilderness awaits.”

Tip: “N: Great unknown.
W: No civilization.
Follow people into their city oasis.
● Find poem from Kalevala.”

Tip: “It’s getting hot. You need ice-cream. Head to Jaana’s favorite place.”

Tip: S: Even diplomatic people get lost here, how about you?
● Find their messages.

Tip: “E: Continue only if you are carrying a canoe.
● Find city icon.”



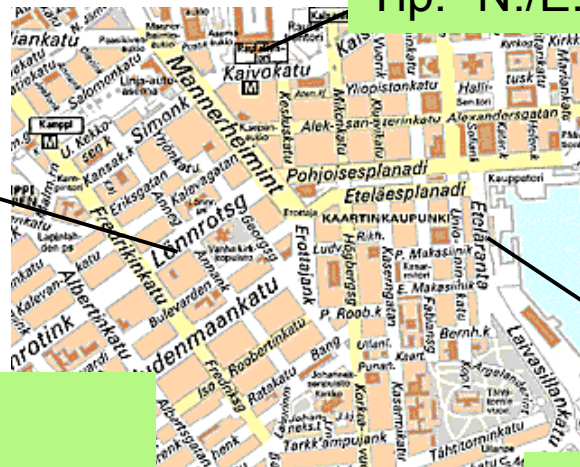
Scenario 4. Games cont'd

Temporary profile: Katrina sends game profile for participants, so they can turn it on and head to Helsinki center.

First ones at ice-cream place can follow others on a map. At 4pm everyone gets directions.



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Potential values for participants

The prototypes

- offer focused and cost efficient information delivery of available services
- support customer communities and increase customer loyalty to the services
- teach about customer values and offer guidelines for service implementation

What can you win?