DigitalGlobe™

Amazing real-time navigation and search on your cell phone

An innovative collaboration between DigitalGlobe and LocatioNet Systems added DigitalGlobe's global satellite imagery to the amAze mobile service. This meant that, for the first time, worldwide voice-guided GPS navigation was enabled over high-resolution satellite and aerial imagery on mobile phones with either external or internal GPS receivers.

The amAze initiative

LocatioNet's generous provision of sophisticated navigation over high- resolution imagery is free to mobile users, but there remains a costs associated with delivering technology that is new to the marketplace. The challenge is how to keep this advanced geolocational solution free and current.
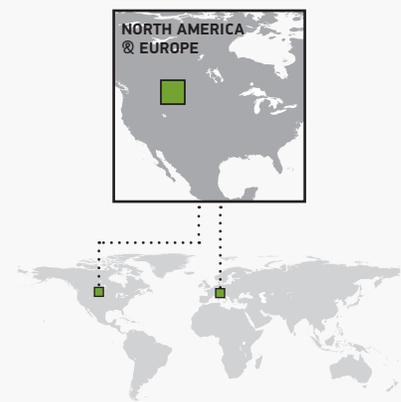
LocatioNet and DigitalGlobe partnered to create a unique business model that combines LocatioNet's sophisticated real-time navigation and search application software with DigitalGlobe's extremely current and high-resolution imagery and provides it free to wireless subscribers.

Traditionally, this advanced navigation, mapping and location search service would carry a monthly fee. The amAze collaborative initiative, lead by LocatioNet, is a real-time application that uses GPS to determine the location of a mobile handset and provide turn-by-turn navigation to wireless end-users. It offers services free to mobile users and generates revenue from the emerging mobile advertisement model. LocatioNet strives to present advertising that is relevant to the user—that is, advertising for useful products and services related to the area being navigated.

DigitalGlobe's highly accurate and current imagery provides the important geographic context. Offered as 60 cm (two-foot) resolution, color orthomosaics with 1:4,800 scale map accuracy, DigitalGlobe imagery products featuring urban centers worldwide are updated on a regular basis.

Company information

LocatioNet provides mobile local search and off-board navigation solutions specifically designed for mass-market mobile phones. LocatioNet serves mobile carriers, yellow page vendors, and other content providers.

NORTH AMERICA
& EUROPE

LocatioNet

am**A**ze

Key components

Along with geospatial content, amAze provides valuable references to points of interest for that location and often needed information about gas station, restaurants, and hotels. The application currently provides navigation and local search information over maps and DigitalGlobe satellite imagery for any regular, Java-enabled mobile phone in Europe and North America. Additionally, a full voice-guided navigation feature is available for users with any Bluetooth GPS device.

Using the handset's built-in GPS or a GPS receiver, the amAze client application sends the position (latitude, longitude) of the handset, as well as the end-user's destination address to the amAze server. Routes are then calculated and the appropriate DigitalGlobe image tiles, points of interest, and mapping data are queried from the database. The final step sends the imagery, features, and route from the amAze server to the handset via the mobile provider's wireless gateway.

Content-rich mapping

With over 18 years in the field of location-based services, LocatioNet is redefining the navigation and local search market. LocatioNet maintains a strong user base that grows daily, following the launch of its amAze. DigitalGlobe satellite imagery and aerial photos add a useful dimension to GPS navigation and the amAze initiative, using this imagery for navigation on regular phones opens the opportunity for people around the world to experience the benefits of a content-rich mapping layer.

"Satellite imagery has proved a great success over the internet. This is the first time such a rich mapping layer is being used for off-board GPS navigation on mass-market phones. We are very excited about this collatoration with DigitalGlobe, it is yet another innovative solution offered under the amAze initiative."

OFER TZIPERMAN, PRESIDENT OF LOCATIONET

INDUSTRY

» LBS/consumer navigation

USES

» Global positioning

PRODUCTS USED

» Aerial imagery
» 60 cm orthorectified satellite imagery

Challenge	Sophisticated navigation over high resolution imagery is free to mobile users—but there remains a cost associated with delivering technology that is new to the marketplace.
Solution	LocationNet's sophisticated real-time navigation and search application software partnered with DigitalGlobe's extremely current and high-resolution imagery to provide it free to subscribers.
Results	Using this imagery for navigation on regular phones opens the opportunity for people around the world to experience the benefits of a content-rich mapping layer.

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