


VALUE ADDED FUNCTIONALITY

INDUSTRIES Examples of Existing Applications of Segments	Direct Access to Panoramic Photo		Virtual Street Drive-By (video)		Routing With Photos for Each Turn or Complete Video		Personalized Maps with Selected Places Marked Plus Attached Complementary Information	
	BENEFITS	END USER	BUSINESS	END USER	BUSINESS	END USER	BUSINESS	END USER
REAL ESTATE Real Estate, Relocation Services	Richer Experience	1) Customers Acquisition 2) Increased Page views	Richer Experience	1) Customers Acquisition 2) Increased Page views	Richer Experience - all points of interest plotted on a map, plus driving directions and training	1) Customers Acquisition 2) Increased Page views	1) Richest Personalized Experience - all points of interest plotted on a map 2) Shorter time to decision	1) Customers Acquisition 2) Increased Page views 3) Agent/Realtor increased effectiveness and lower costs
HOSPITALITY Conventions, Travel & Tourism	Richer Experience - Search with photo - Location to POI with photo	1) Customers Acquisition 2) Increased Page views	Richer Experience - Search with photo/ video - Location to POI with photo/ video	1) Customers Acquisition 2) Increased Page views 3) Faster sales cycle	Richer Experience - Search with photo/ video - Location to POI with photo/ video	1) Customers Acquisition 2) Increased Page views 3) Faster sales cycle	Richer Experience - Search with photo/ video - Location to POI with photo/ video - Personalized service	1) Customers Acquisition 2) Increased Page views 3) Faster sales cycle 4) Electronic Catalog - information completeness 5) Increased Productivity
FINANCIAL MARKETS Insurance, Assesment & Credit	Faster Service	1) Better decisions by having additional tools to help with appraisals/claims 2) Reduced operational costs 3) Increased productivity	Faster Service	1) Better decisions by having additional tools to help with appraisals/claims 2) Reduced operational costs 3) Increased productivity				

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GOVERNMENT Emergency Response * Culture, Education, Empowerment See Portals and Web Sites below	Public Budget Efficacy	Reduced operational costs by dispatching adequate crew/equipment for each occurrence	Public Budget Efficacy	Drivers training and in-vehicle routing	Public Budget Efficacy	Drivers training and in-vehicle routing	Public Budget Efficacy	Effectiveness: Correct instructions + Photo of nearby resources like hydrants, hospitals, etc
HANDESET MANUFACTURERS AND NETWORK OPERATORS Tracking and Location Based Services	1) Richer Experience 2) Improved Security and reduced losses	1) Customers Acquisition 2) Bandwidth Consumption 3) Increased page views	Richer Experience	1) Customers Acquisition 2) Bandwidth Consumption 3) Increased page views	1) Richer Experience 2) Improved security and reduced losses 3) Visual Alerts: expected route vs. actual	1) Customers Acquisition 2) Bandwidth Consumption 3) Increased page views	1) Richer Experience 2) Improved security and reduced losses 3) Alerts: expected route vs. actual	1) Customers Acquisition 2) Bandwidth Consumption 3) Increased page views
Mobile Devices	Richer Experience - Search with photo - Location to POI with photo	1) Customers Acquisition/Loyalty (subscribers) 2) Bandwidth Consumption	Richer Experience - Search with photo - Location to POI with photo + video	1) Customers Acquisition/Loyalty (subscribers) 2) Bandwidth Consumption	Richer Experience - Search with photo - Location to POI with photo + Routing	1) Customers Acquisition/Loyalty (subscribers) 2) Bandwidth Consumption	Richer Experience - Search with photo - Location to POI with photo + Routing	1) Customers Acquisition/Loyalty (subscribers) 2) web Site + Mobile services: Increased page views 3) Bandwidth consumption
PORTALS AND WEB SITES General Purpose Portals Social Networking Sites Ecommerce	Richer Experience - Search with photo - POI with photo	1) Customers Acquisition/loyalty 2) Increased Page views/ ads revenue 3) Reduced losses by confirming delivering location with photo	Richer Experience - Search with photo - POI with photo/video - Virtual tours	1) Customers Acquisition/loyalty 2) Increased Page views/ ads revenue 3) Platform for new services/Ads revenue	Richer Experience - Search with photo - Location to POI with photo/video - Guided Virtual tours	1) Customers Acquisition/loyalty 2) Increased Page views/ ads revenue 3) Platform for new services/ Ads revenue	Richer Experience - Search with photo - Location to POI with photo/video - Virtual tours - Favorites on maps - Personalized / Thematic maps sharing	1) Customers Acquisition/loyalty 2) Increased Page views/ ads revenue 3) Platform for new services/Ads revenue