ABSTRACT

Until the introduction of the iPhone in 2007, GIS and the geospatial web were the exclusive domain of academics and technologists in large organizations and governments. GPS-enabled smartphones, combined with services like Google Maps, opened up the field to existing communities of web entrepreneurs. They did with the new capabilities what they knew best and created free mobile location-based services to gather the large user bases required to generate advertising revenue.

New York-based Foursquare led this new wave in consumer LBS apps. The Geoweb Forum project was started in 2008 to put the trend into a broader context and connect the traditional New York media, advertising and retail industries with the geospatial world. The project defines the geoweb as the next phase of web after the much hyped web 2.0. Connecting the digital realm to physical location promises to have a much more tangible business impact than social media ever had.

With location check-in now ubiquitous, attention is shifting to platform builders like Xtify, Placecast, Retailigence, LOC-AID and SimpleGeo, companies that focus on solving practical business problems for marketers and retailers as well as application developers. Foursquare launched its own platform initiatives, as did Apple, Google and Microsoft. Managing the fragmentation in handsets, operating systems and carriers and making sense of location data streams is now front and center.

This session will present and discuss insights from panels at the Geoworld Summit, happening May 12th in New York, on fragmentation, consolidation and standardization in the emerging geoweb industry. Peter Verkooijen is organizer of the Geoweb Forum project and a veteran journalist for leading Dutch trade publications in IT, retail, advertising, supply chain, industrial management and healthcare.