

About

Local search (on and offline) is ‘hard to solve’

Rapid data perishability (business info, base map data), cost to reach SMBs, local knowledge does not scale

Solving local search means identifying on and offline merchants who can fulfill commercial inquiries

UMI enriches the value of interactive content by ‘localfying’



Target segments are at the intersection of online publishing, direct marketing and geospatial data/services

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Meetup

Market MAPS
On Target. On Time.

Ask City

placebase

8coupons.com
Top deals near neighborhood

superpages.com

YAHOO!

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pelago

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MAPQUEST

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YELLOWPAGES.COM™

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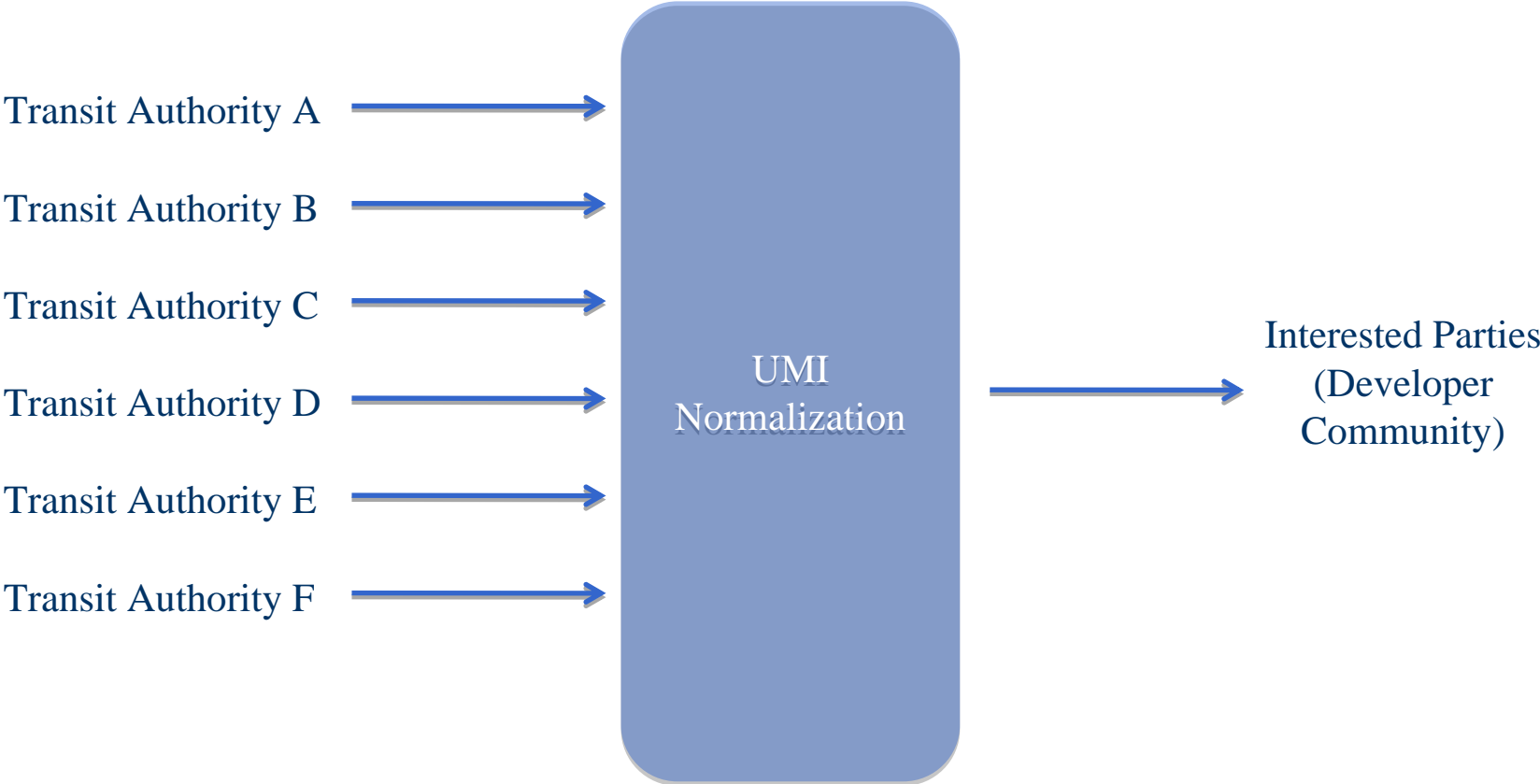
THE URBAN COWGIRL

CITY SQUARES®
Buy Local

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FIND IT • YOUR WAY



Collect high-quality spatial and attribute data for transit systems worldwide

(100+ attributes: eg, exits, stations, routes, accessibility, amenities, hours, etc....)

Normalize and **maintain** data

Centralize incident/update/alert notification

Distribute data/services to interested parties

Why?

Practical standards do not exist

“one system’s arrival is another’s departure”

Technical and administrative obstacles are significant

licensing, tech infrastructure, etc

Support transit agency mandate

increased ridership, revenues, utilization

It is a difficult problem to solve

analogous to road network/sensors

Private sector advantages

speed, motivation, opportunity

Agency benefits

Leverage expertise, decreased distribution costs, faster time-to-market for a public good

Extreme pain

reluctance to acknowledge facts on the ground: APIs, mashups, mobile technologies, etc...

Legal tie-ups

general counsel caught between public record laws, perceived liability

interim steps lead to bunker mentality (re: TriMet v NYC MTA)

Islands of hope

but limited mechanisms to execute

ITS is data-heavy (infrastructure-lite): an ideal test bed for PPPs

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