Location-based Services in Public Buildings: LIST for N900

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Abstract

The LIST mobile service is based on the idea that the existing (already formed) off-line local community, united by a common territory, common affairs, common procedures and common interests needs tools that enable their members to be on the go to interact effectively with the infrastructure object (i.e. the university campus). The service allows community members to get interesting local content and to exchange location-based information connected with off-line services and facilities. The tool which meets the requirements of community members can simultaneously be an interface between the providers of online services and products aimed exactly at the target audience and this audience.

Spatial localization of the community allows organizing provision of services, sales of goods from suppliers of these services and sellers of good sufficiently with minimal cost, for example, in the form of local shops and delivery services.

The first version of the service is intended for students, staff and visitors of university campuses. It allows them to get on the mobile phone almost any information regarding to the University:

- Orientation on campus and inside buildings
- Find places and people on campus
- Access to the schedule, the ads, etc.

Users of the service have an opportunity to participate in the mobile social network, uniting them in the local community and allowing them to generate relevant and interesting local content. For local information service at the university campus the target audience is primarily youths and target vendors - vendors that provide goods and services targeted at young people.

The service will provide access to diverse local content associated with the campus UNN (University of Nizhny Novgorod). Most of the content is unique and not available through other channels (UNN sites, social networks).

INDEX TERMS: LOCATION-BASED, MOBILE SERVICE.