A Survey of Location-Aware iPhone Applications

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Local Mobile Search
An Opus Research Advisory Service
300 Brannan St., Suite 305
San Francisco, CA 94107
iPhone 3G ‘Opening Weekend’

- According to Apple, the company sold 1 million 3G iPhones in three days across the globe
- Apple also said that there were 10 million downloads of applications from the new “Apps Store”
iPhone Location Awareness

- The iPhone uses GPS, cell and WiFi triangulation to determine user location
- All developers can access the iPhone’s location awareness capabilities
- Location awareness can be turned “on” or “off” by users with relative ease
iPhone LBS Applications

- More than 500 applications launched with the “Apps Store” last Thursday
- Just over 10% of the apps have a “local” dimension but this is the beginning
- This document provides a non-exhaustive overview of location-aware applications for the iPhone
Local Applications Groups

We’ve grouped “local” apps in the following categories:

- Restaurants & Entertainment
- Social Networking & Friend Finders
- Yellow & White Pages
- Movie Related
- News & Weather
- Transit & Travel
- Miscellaneous
Restaurants & Entertainment
Eventful

Eventful, Inc.

APPLICATION DESCRIPTION
See what’s happening near you.

Use Eventful to find local events, see what’s on at your favorite venues and know which performers are coming soon.

You can also track what your friends are interested in doing and share your favorites with them.

At your fingertips you’ll have:
- Millions of events to choose from
- Schedules for all venues near you
- Tour dates for over 150,000 performers

You can also:
- Get email event alerts tailored to your interests
- Demand your favorite performers to come to your town
- Participate in our community of 6 million eventaholics
- Use the iPhone’s and iPod Touch’s location awareness to locate events near you

LANGUAGE:
English

REQUIREMENTS:
Compatible with iPhone and iPod touch
Requires iPhone 2.0 Software Update

Eventful, Inc. Web Site
Eventful Support

Comments:
The mobile version of the popular events site, it offers local events, venues, schedules information, musician tour dates as well as social features.
Comments:
Another restaurant finder that offers the nearest place to eat.
**Places**

**CrimsonJet, Inc.**

**Places**

Category: Navigation

Released: Jul 07, 2008

Seller: CrimsonJet LLC

© 2008 CrimsonJet LLC

Version: 1.0

0.2 MB

$2.99 — Buy App

**APPLICATION DESCRIPTION**

Not sure where to go for lunch? Pick a cuisine and it will show you what's nearby. Traveling in a new city and don't know where all the hot spots are? Just tap the Nightlife section and find the closest bars, lounges, and dance clubs, with directions on how to get to and from them. Order from the same pizza place all the time? Save it to your Contacts with a single tap.

**FEATURES:**

- Pick what type of food you're in the mood for from an extensive list of cuisines, and see what's near you
- Quick access to phone number, address, reviews and ratings for restaurants, shops, nightlife, and coffee shops from Yelp
- Places are sorted by distance so you know what is closest to you
- Get directions to and from each place with your iPhone and Google Maps application
- Start out by seeing what's within 1 mile from you, and gradually branch out up to 20 miles
- Keyboard-free interface, all features can be accessed by tapping
- Easily add a place to your contacts for later retrieval

**NOTE:** Currently, you will only see Places within 2 miles and the application will install itself as LocalTouch. Version 1.1 of Places has been sent to Apple and waiting for approval. It will work for up to 20 miles. If you have already bought Places, you will get this new version as a free update in a few days.

**LANGUAGES:**

English

**REQUIREMENTS:**

Compatible with iPhone and iPod touch
Requires Phone 2.0 Software Update

**Comments:**

Offers local points of interest, with emphasis on restaurant data provided by Yelp. Also provides maps and directions by distance from user.
Restaurant Nutrition

Comments:
Ostensibly a nutritional content monitor, it ironically doubles as a fast-food restaurant finder.
Urbanspoon

Comments:
Offers restaurant listings and finds nearest restaurant locations to user.
Comments:
The iPhone version of the popular local reviews site. Content also appears in the Loopt and Places applications.

Yelp

Catlog: Lifestyle
Rested Jul 06, 2008
Vendor: Yelp Inc.
© Yelp Inc. 2008
Version: 1.0
0.7 MB

Free
GET APP

APPLICATION DESCRIPTION
Looking for a burrito joint open now? An Irish bar nearby? A gas station you can drive to before your tank hits empty? Yelp for your iPhone is here to help. Use us to search for places to eat, shop, drink, relax and play then read reviews from an active community of locals in the know.

FEATURES:
- Search for businesses near you using the iPhone’s built-in location finder.
- Tap quick links to find nearby bars, restaurants, cafes and more
- Narrow your searches by ‘hood, distance, price, and what’s open now.
- Browse reviews to read what’s great (and not so great) in your city.
- Look up addresses and phone numbers for thousands of businesses, then call or map them from your iPhone.

LANGUAGES:
English

REQUIREMENTS:
Compatible with iPhone.
Requires iPhone 2.0 Software Update.

Yelp Support

ALL APPLICATIONS BY YELP
TELL A FRIEND
APP STORE QUESTIONS

CUSTOMERS ALSO DOWNLOADED See All

Twittter
Social Networking

Urbanspoon

Danika L.
6 Reviews on 1/29/08
Very nice place. I had the salmon tartare to start which was very good. It was actually spicy to my surprise, perhaps a little too...

Megan C.
465 Reviews on 4/21/08
I'm still dreaming about Spigolo's braised short rib ravioli. "drool" Simply to die for. The beet salad was decadent, the steak...

Marlo W.
240 Reviews on 8/6/07

Vicinity

Location and restaurant/bar finder, which also offers photos and Wikipedia entries regarding nearby places.
Where, a platform for location-based content on other handsets, here offers a kind of local “meta-search,” serving up all the content of partners in a single application. It is one of the most popular iPhone applications downloaded to date.
Where To?

Comments:

General points of interest finder that emphasizes its restaurant guide.
Local Picks by TripAdvisor

Comments:
Extensive collection of restaurant reviews from online travel site TripAdvisor.
Social Networking & Friend Finders
**Comments:**

Application is a points of interest/restaurant and friend finder, thematically comparable to Loopt and Whrrl. It also offers one-to-many chat functionality.
Comments:
One of the more visible mobile friend finder applications, it also incorporates Yelp reviews for local businesses.
Whrrl

Comments:
Something of a cross between Yelp and Loopt, the application also records user activity to capture “implicit” recommendations.
Comments:
Another friend/people finder combined with a photo sharing application.
Yellow & White Pages
People provides white pages listings and will map published addresses. It also shows addresses and telephone numbers of people nearby.
Yellow Pages

Comments:
Basic yellow pages database search, which also shows nearby business locations.
YP Mobile (Yellowpages.com)

Comments:
The mobile version of the desktop site; however with events (from Zvents) and directions, the application is making a bid for broader usage than conventional YP use cases.
Movie Related
In addition to movie reviews and show times, the application provides theater location and driving distance information.
One Tap Movies

Comments:
Provides information about nearest movie theaters and offers maps and driving directions.
Showtimes

Comments:
Offers nearby theater and movie show-times information.
News & Weather
AP Mobile News Network

Comments:
Local and national news, with video from the Associated Press.
Fizz Weather

Fizz Software Ltd.

Fizz Weather
Category: Weather
Released: July 06, 2008
Developer: Fizz Software Ltd.
Version: 1.0
Price: $4.99

APPケーション DESCRIPION
Fizz Weather provides detailed weather information for over 58,000 cities worldwide. Find your favorite cities in seconds, or use the iPhones built in GPS to find the nearest weather reporting station to your location.

See detailed 5 day, 2 day and current condition reports. Satellite and forecast maps are provided with radar maps for US cities. The airports screen shows any potential delays that the weather could cause at your chosen airport.

Information provided includes high and low temperatures, wind speed and direction, precipitation probability, comfort level, humidity, visibility, UV levels and the barometer reading. Fizz Weather is your ultimate weather application.

LANGUAGES:
English, Chinese, Dutch, French, German, Italian, Spanish

REQUIREMENT:
Compatible with iPhone and iPod touch
Requires iPhone 2.0 Software Update

Fizz Software Ltd. Web Site
Fizz Weather Support

Comments:
Global weather information tied to current user location.
iCoMo News

Comments:
A kind of “mash up” of three local news sources from Missouri (print, radio, TV).
MyWeather Mobile

MyWeather Mobile uses Microsoft Virtual Earth platform and location to provide very precise weather information.
NowLocal

Comments:
Provided by Internet Broadcasting, the application offers local news from various sources tied to current user location.
Pocket Express

The application offers news, weather and local movies information, together with several other, travel-related services such as a “flight tracker.”
WeatherBug

Comments:
Offers local weather information.
Who Is Hot?

Comments:
Provides local weather and can be set up to show weather for friends and family in different locations.
Photography
AirMe

**APPLICATION DESCRIPTION**

AirMe lets you capture the moment with your iPhone camera and instantly share it with your friends and family. Send your photos directly to Flickr and AirMe will smart tag the location and the place name it was taken if you like, we can include the current weather conditions.

You can take all sizes of photos and include your own custom tags or use the built-in popular tag list. If you rotate, we rotate – landscape and portrait supported!

If you don’t have network coverage, your photos are uploaded once you return to the network.

If you don’t use Flickr, you can store your photos on AirMe.com. And, Email to a friend is one button away.

Come to Colorado and check us out! The air is clean and the skies are blue.

Or, just download our fun, free app!

**LANGUAGES:**

English

**REQUIREMENTS:**

Compatible with iPhone
Requires iPhone 2.0 Software Update

**Support:**

AirMe, Inc. Web Site
AirMe Support
Application License Agreement

**Comments:**

Photo sharing application that automatically geo-tags images with coordinates and place names.
Clowdy Photo Blogger

Clowdy is a simple way to blog your photos directly from your iPhone. It lets you share your photos easily using the Camera or your Photo Library. Clowdy is location based, so you can see what photos people have taken around you. Just take a photo, click “Post”, and it’s published on your blog at clowdy.com.

Clowdy allows users to see images taken near their current location.

Comments:
A photo sharing application that also allows users to see images taken near their current location.
Comments:
Not officially from Yahoo!'s Flickr, but a developer who has used the Flickr API. Will soon offer location-based search for photos taken near current user location.
NearPics

Finds images, from Google-owned Panaramio, taken near the user’s current location.
SmugShot

Comment:
Mobile version of popular online photo site, offers automatic geotagging.
SnapMyLife

Comments:
Application enables photo sharing and allows discovery of images taken near user’s current location.
SodaSnap Instant Postcards

Comments:
Allows users to send images with notes to any email address, automatically geotags images in the process.
Transit & Travel
Frommer’s NYC & San Francisco

Comments:
New York and San Francisco hotels, restaurants, night life, points of interest and attractions and related tourist content provided by travel guide Frommers.
G-Park

**PosiMotion**

**APPLICATION DESCRIPTION**

Simple Parking Application for the iPhone and iPod Touch

G-Park in 3 easy steps:
1. Park your car and hit the Park Me! button.
2. Get lost.
3. Hit the Where Did I Park? button. Brings up Google Maps and creates turn-by-turn directions that will take you right back to your car.

G-Park also provides an easy-to-use interface for additional details.

*Most accurate with iPhone 3G or iPhone (pre-3G) and iPod Touch with G-Fi Mobile GPS Network Router.

Pre-Order G-Fi at [www.posimotion.com](http://www.posimotion.com)

**LANGUAGES:**

English

**REQUIREMENTS:**

Compatible with iPhone and iPod touch
Requires iPhone 2.0 Software Update

PosiMotion Web Site
G-Park Support

Comments:

Helps drivers find lost, parked cars by tagging location and then providing directions back to owner’s vehicle.
Hotels.com

Comments:
Mobile version of popular desktop site, it offers hotel search, reviews and booking. It also enables users to find closest hotels near their current location.
Public Transit Guides

Comments:
These applications offer train, subway and bus routes and schedules – primarily for NYC area and San Francisco (so far).
Travelocity TravelTools

Comments:
Offers airlines and flight data, and nearest hotels information.
Miscellaneous
Bank of America

Bank of America

Mobile Banking
Category: Finance
Released Jul 04, 2006
Seller: Bank of America
© 2006 Bank of America Corporation
Version: 1.0
0.2 MB
Free

APPLICATION DESCRIPTION
Mobile Banking is available to all Bank of America Online Banking customers. Use it to check available balances, pay bills, transfer funds or locate ATMs and banking centers on-the-go. It’s fast, easy and convenient.

FEATURES
—NEW: Locate the nearest ATM/banking center with a simple touch of a button, no address input required*
—Check available balances 24/7
—Pay bills and transfer funds
—Feel secure with a leader in mobile security and the Online Banking Guarantee

*Limited to locating ATMs/Banking Centers only

LANGUAGES:
English

REQUIREMENTS:
Compatible with iPhone and iPod touch
Requires iPhone 2.0 Software Update

Bank of America Web Site
Mobile Banking Support

Main Menu

Mobile Banking Sign In
Locations
What is Mobile Banking?
About Bank of America

Comments:
In addition to “online banking,” the application enables users to locate the closest ATM machines.
Checkout SmartShop

Comments:
Checks prices and gets product reviews through UPC entry. It also provides nearby store locations and phone numbers (to call for inventory check).
Comments:
The application offers local real estate listings.
RiverGuide for Kayakers

Comments:
Provides river rafting conditions and “real time stream flow information.”
Zipcodes

Andreas Schwelling

ZIPcodes
Category: Productivity
Released Jul 07, 2006
Seller: Andreas Schwelling
© 2006 Andreas Schwelling
Version 1.0
9.6 MB

FREE

APPLICATION DESCRIPTION
ZIPcodes is a small tool that allows you to browse or search ZIP codes and the corresponding city/state/district/country data on your iPhone or iPod touch. As you don't require to be online while looking up the ZIP code information, it is in particular useful for iPod touch users without the ability to use EDGE on the way.

Functions:
- ZIPcode data included for many countries
- Information about the city, state, district a ZIP code corresponds to
- Search for any city or ZIP code
- Add often used ZIP codes to a favorites list to easily access them

Data of the following countries is included:
- Austria
- Australia
- Bulgaria
- Belgium
- China
- France
- Germany
- Italy
- Kuwait
- Mexico
- Netherlands
- New Zealand
- Norway
- Serbia / Montenegro
- Spain
- Sweden
- Switzerland
- United Kingdom
- United States

LANGUAGES:
- English, French, German

Comments:
Provides US Zip or post codes for numerous countries.