



Who's Wheresoft?

realizing personal & enterprise mobility & location awareness

- **Incorporated October 1997**
- **Investors**
 - **OCBC, Wearnes, Walden, Dutch Equity - June 2000**
- **Background**
 - **Map content & Application Service Provider**
 - **Content enabling, application hosting**
 - **Portals & Corporate websites**
 - **Content acquisition & aggregation**
 - **System Integration, Customized Enterprise Applications**
 - **Retail, Logistics**, Real Estate, Education
 - **Facilities Management**, Demographic mapping
 - **Desktop, Tablet PC, PDA, Wireless**
 - **Location-based Services (LBS)**
 - **Resource management services**
 - **Proximity analysis**, navigation services
 - **Community building applications**
 - **Location-based entertainment**

“x” marks the spot



Why Wheresoft?

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- **Successful SLA LBS CFC(B) Consortium leader**
 - **Awarded Map Content Provision License, 28 Aug 2002**
 - **Consortium partners**
 - eGuide, Geo Millenium, HP, Infodesk, KPMG, Microsoft, SYP, Webraska
 - **Multiple consortia member of LBS CFC for Applications**
- **Successful wireless/mobile experience**
 - **CAAS Mobile Customer Service System**
 - **Over 300 pages of ChangiNet on PDA used by more than 100 CSOs**
 - **Changi Information module**
 - **Lost & Found articles module**
 - **Interactive T1 & T2 Layout map**
 - **SPF ICT Day - location-based job despatch system (HP)**
 - **Successful LBS trials with SingTel, M1**
 - **StarHub Find-It! - SMS/WAP LBS directory search**
 - **Largest Logistics call-centre LBS system**
 - **Fully integrated AVLS & Telematics solution**



Partner Wheresoft

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- **SAPT CFC Consortium Lead**
- **Developer partners**
 - **Retail & Entertainment**
 - Interactive Content System (CAAS) (**Wheresoft**)
 - **Mobile Travel Solutions**
 - **Passenger Related & Security Operations (**Wheresoft**)**
 - Tarmac Management
 - Integrated Airport Operations Management
 - Trolley Management System (CAAS)
 - Flight Information Distribution (CAAS)
 - Mobile Access to Intranet Applications (SIR)
 - Mobile Screening (SPF)
 - Enhanced Security Coverage (SPF)
- **Positioning Technology providers**
 - Outdoor-indoor, all weather
 - Sub-metre accuracy if possible (we know who has it!)
- **Content providers**
- **Advertisers, Marketing companies**

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