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The Impact of the Adoption of 3G Mobile Networks on the LBS Market in China

By Rui Song, Xiaolin Meng, Simon Mosey
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Overview

- ▶ The Adoption of 3G Mobile Networks on the LBS Market in China
- ▶ The Impact of the Adoption of 3G Technology on Ubiquitous Location Solutions
- ▶ How Can the China's LBS Firms Adapt these Changes?



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Sources of Research

- ▶ Two interviews undertaken in September 2011.
 - Mr Derong Jiang, the Vice President of the Largest LBS Map Data Provider in China, AutoNavi
 - Mr Pengfei Chang within NavInfo, the second largest LBS map data providers in China
- ▶ Academic papers, newspapers and websites.



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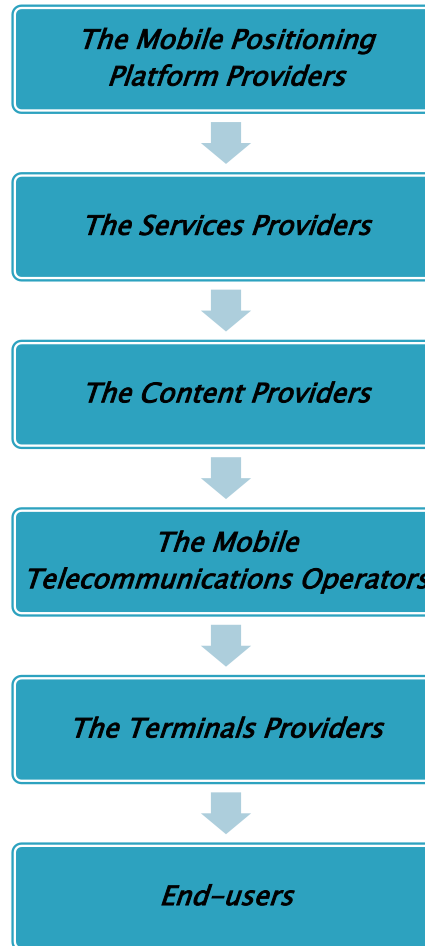
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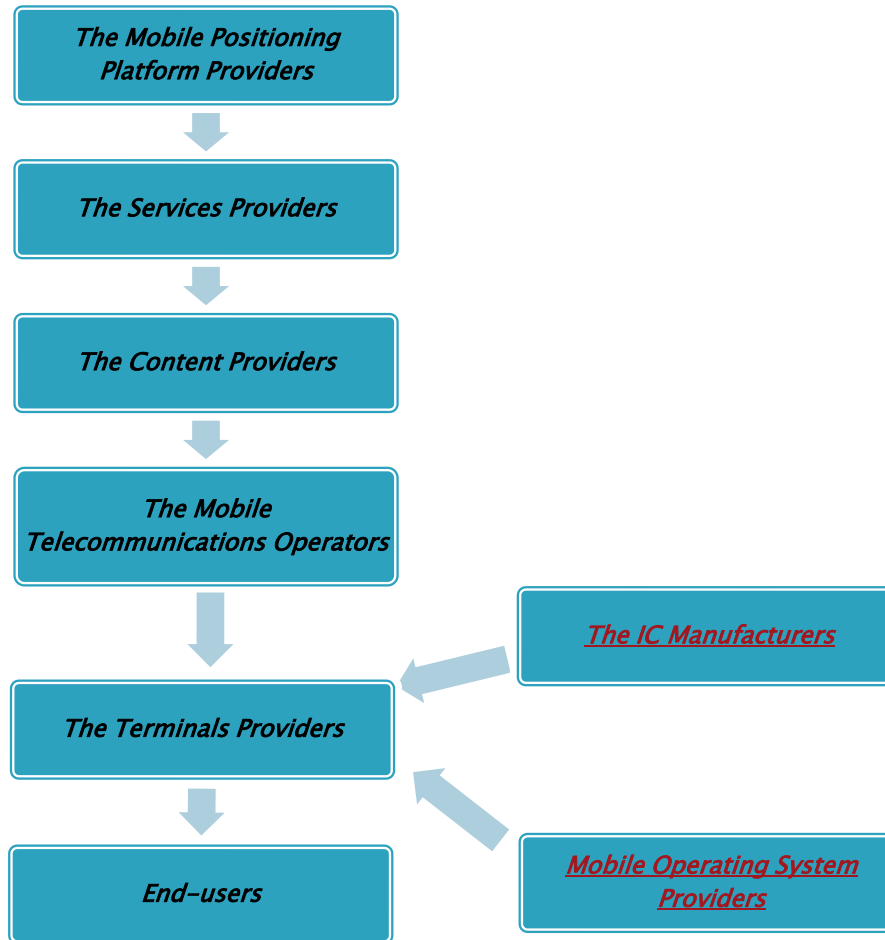
The Value Chain of the Chinese LBS Market Before the “3G Age”



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The Value Chain of the China's LBS Market after the "3G Age"



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The Impact of the Adoption of 3G Mobile Networks on Ubiquitous Location Solutions

(In the Case of CDMA2000 within China Telecom)

- ▶ Network-based positioning technology
- ▶ AGPS
- ▶ Mixed positioning technology
- ▶ The positioning technology based on mobile stations

*The Wi-Fi chips: Cell ID (CID) and Wi-Fi hotspot



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How Can the China's LBS Firms Adapt these Changes?

- ▶ Tracking the latest technologies in the telecommunications market and preparing for the changes
- ▶ Studying and following the policy trend of the Chinese Government
- ▶ Better cooperation with the other firms in the value chain
- ▶ **Finding the innovative applications**



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Finding the Innovative “Killer” Applications

- ▶ The “Killer” applications should meet the condition of China.

foursquare



Digu



Sifang



Qieke



Jiebang

“Checking In”



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Thanks Very Much

Any Questions?



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