

artilium

**Microsoft**  
GOLD CERTIFIED  
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# Presence System

## Platform Features

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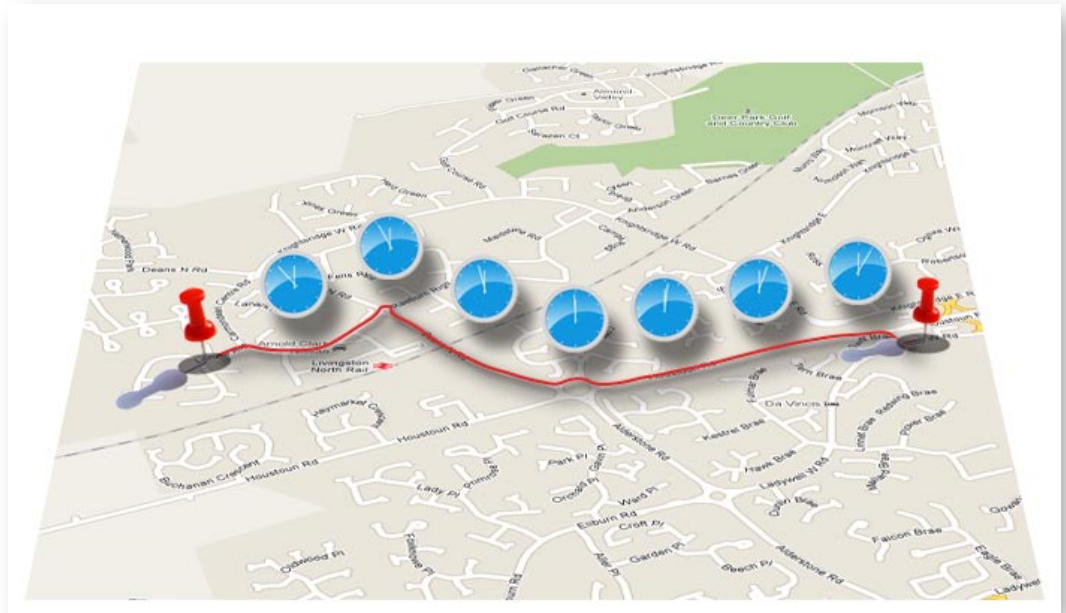
There are many location based service API providers in the market today. Here's why you should choose the Artilium Presence System:

- The continuous location difference
- Presence: Platform Intelligence
- User anonymity
- Deployment and reach
- Applab: the ability to develop, test and demonstrate

We invite you to read through the rest of this paper to discover more about the Artilium Presence Server's unique benefits for users and developers. You may also want to pick up a copy of our Location Technologies document to learn more about the features in the Presence System.

# Continuous location

Continuous location is the difference between checking-in or having to remember to launch an application versus an always-on system in the background feeding any application, even those not running on the phone. It's more power-efficient, it saves you work and lets you as a developer deliver true set-it-and-forget-it location apps that can support all mobile phone users.



Using continuous location you also get a perspective on time versus location. For example, when does someone usually leave work and what shopping districts do they visit at the weekend? Your applications can make relevant suggestions to the user that are not just valid for the here-and-now; they're also valid for the places they usually visit.

The Presence System even includes a prediction facility that lets you check where a user is likely to be at a given date and time in the future.

Artidium's Presence System goes beyond traditional location systems to provide a rich set of location-aware features:

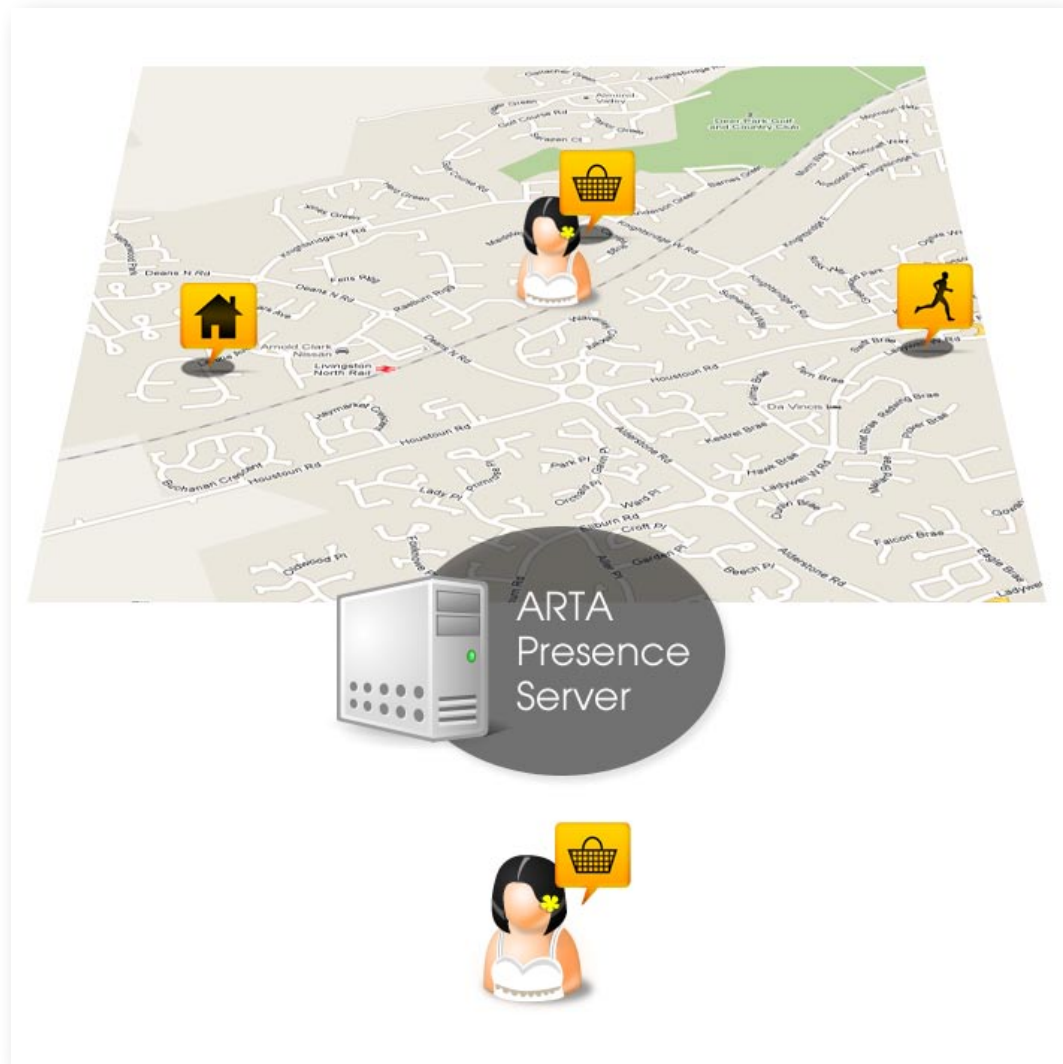
- **TILS technology** to covert GSM measurements into latitude/longitude results that's between 3 and 6 times better than cell ID
- **Journeys & Stays** analyze your location updates, working out the locations that are important to you
- **Location States** translate from latitude/longitude to a meaningful description without giving away your exact location
- **Points** define important places of personal or general significance with optional geo-fencing
- **Routes** let your applications define pathways that your location can be corrected to

These features are all covered in greater detail in the Location Technologies companion paper to this document.

# Users location data

Users will share their data as long as it's for sufficient benefit and on their own terms. Artilium has worked hard to ensure that users know their location data is secure and only ever shared on an opt-in basis.

For example, when an app requests location information for the first time, the user is redirected to an Artilium-hosted SelfCare site. The site advises the user about the sort of data the application has requested. The user must approve this before the app gets access. The Artilium Presence System remembers this permission until the user unsubscribes from the app or when the app re-registers to use new API calls that give it access to different user data. This is all handled using the industry-leading Open Auth Standard.



The Artilium Presence System encrypts all its communications and passes no user-identifying information to the apps that use it.

What's more, users can define their important locations as "Places". Applications can provide functionality based on places without knowing where those places are. Places can also be given descriptions that only have meaning to the user so in turn they can set reminders to be told when they're "at the big library" or "the golf shop" again without sharing where those locations are.

Places are available for configuration directly in the continuous location clients and (later this year) on the Artilium SelfCare site.

The Artidium Presence System lets you deploy your app or service in the way you want to. Your service can be based on smartphone clients with no operator involvement, SIM cards with MVNO-level involvement or clientless with full operator involvement. You can even push locations to the Artidium Presence System from your own client apps using https. Despite all the different location feed technologies underneath the Presence System, your application still talks to the same set of APIs at the app interface layer.

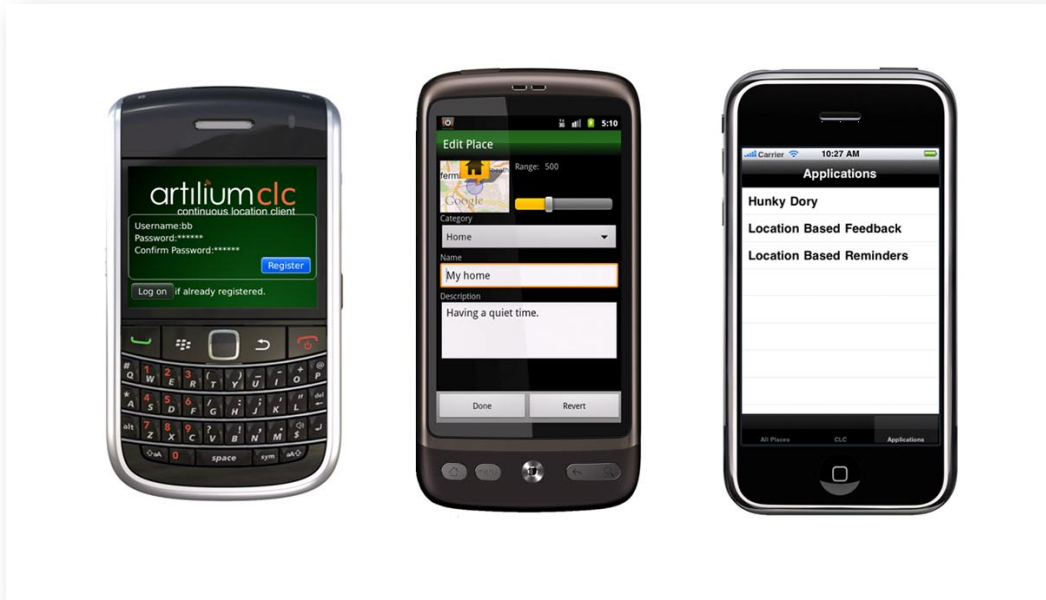


This means you can fast-track your development and deployment of location based services. You can deploy to smartphones first and then expand your location based service's reach by going the MVNO route or by working with an operator using Artidium's clientless technology (coming 2011).

Your friends and family use different phones and different operators. This could mean writing a location-based service that has to handle several different operators at once. Using the Artidium Presence System, this is another complexity that is hidden from you. All customers and their location data are equally available, subject to the permissions the users themselves have set.

Also, the Artidium Presence System can take location inputs from HTML5-enabled browsers meaning you don't even need a mobile phone to feed locations to the system.

Artium's CLC (continuous location client) is designed to be the only smartphone app your location based services need. You don't need to write handset code and support several different handsets. Instead, you can write a single web service whose interface is a set of normal web pages.

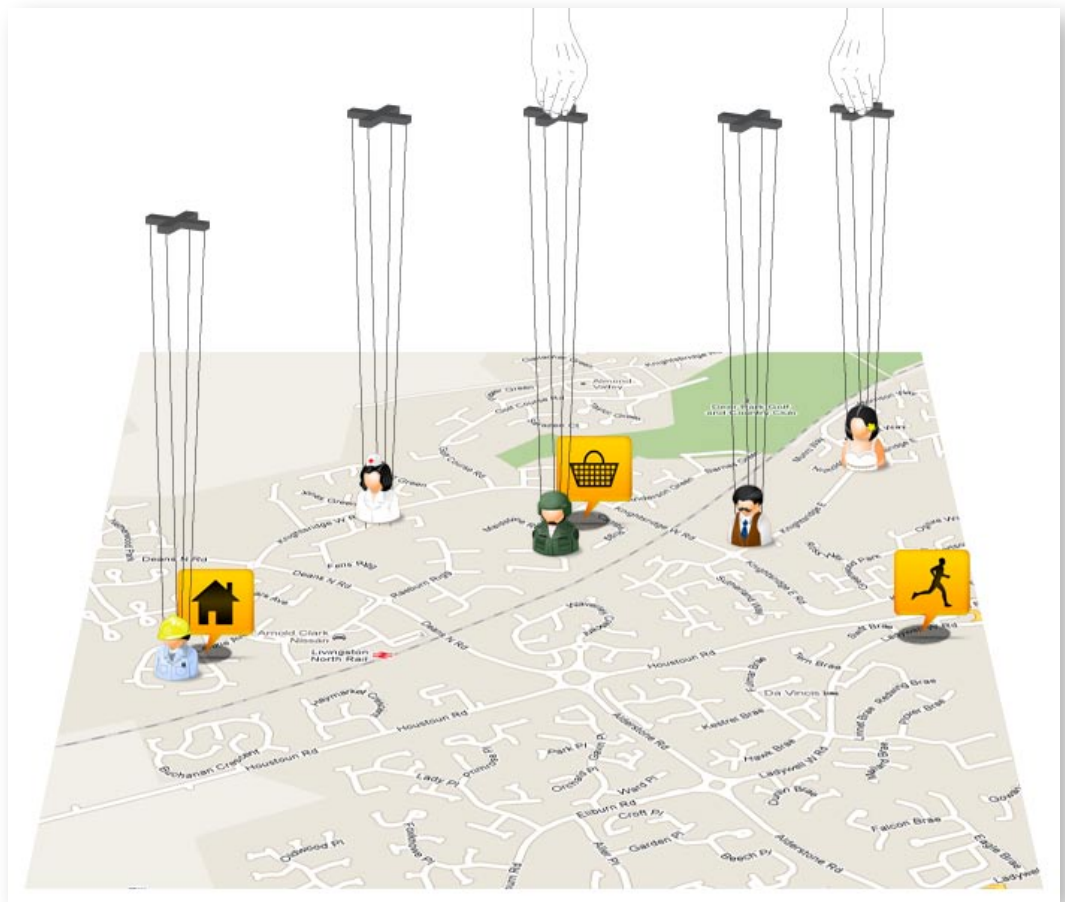


Client technology

The CLC lists your application for the user to interact with through your web pages. And, the CLC will switch on high precision location monitoring when running in the foreground, for those times when your app or service needs it.

The Artilium Presence System includes the Applab site. This site contains a Getting Started Guide and documentation for all the API calls and the event notification system. These plus the extensive code samples (presented in C# and PHP) will get you up and running with the Presence System in no time.

Applab also includes a scenario playback service that can simulate Presence System platform events for either testing or demonstration purposes. As well as simulated subscribers and data, Applab can let you work with the real data, or even a mixture of the two.





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