

Locago

Locate and Go - the open map mashup

Challenge

Maps aren't just for navigation. A smart map should be your everyday companion. The challenge is to gather content from different sources on the web and place personalized content on a quality map.

Solution

Combine a quality vector map client and create an API to create layers written in xml. The layers can be static or dynamic through a connection to different web services. Our service streams all the data over the air to the mobile client to keep the clients up to date.

Results

Locago is the first map browser with an open API. The basic functions are mapping, address search and routing. On the top of this each user chooses to place layers of his/hers choice. Choose among the existing layers or create yourself at the website www.locago.com.

The users can today choose among city guides from WCities, Wikipedia, Flickr, Panoramio, Yahoo Local, Fon spots, and so on.

Locago uses vector based maps from TeleAtlas and OpenStreetMap.

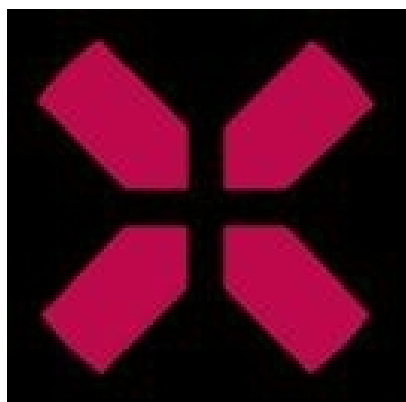
Locago is also a platform for serving location based ads to all users.

Tryout Locago in a phone by downloading to your phone at: get.locago.com. Add the layers WCities Barcelona to experience a nice layer.

Target Markets

Every person with a standard java enabled mobile phone with or without a gps.

Locago is mobile map for everyday life by foot, by bus or just for fun.



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