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April 22, 2008

GPS PATROL!

We went over to **TeqCorner** in McLean last night to hear about **LBS**. For the uninitiated, that's the **hot new** buzz word for "**location based service**" that will combine the power of **mobile phones** and **GPS chips**. In other words, if you had it, and we were your friend, you'd already know that's where we were last night! 50 techies from "**DC Mobile Mondays**" gathered over turkey subs and Top Hat beer, learning that the **\$515 million** LBS industry is expected to explode to **\$13.3 billion** in just six years.



Peterson Mobility CEO **Lisa Peterson**, **Verizon** LBS Manager **Dale Beasley**, **SquareLoop** CEO **Tom Stroup**, and **Acuity Mobile** CEO **Greg Smith** made up the panel. Tom says **SquareLoop's** LBS applications will be able to tell you, when you're at a football game at the end of the third quarter, that a bar owner a block away is giving **10 percent off all beer** after the game. Meanwhile, Tom and wife Heather will celebrate their **20th wedding anniversary** next month. Maybe she should be blasting him LBS messages, because he doesn't yet have a gift picked out.

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Smith stands with **Mobile Parking** Prez **Jason Boseck** and **TrafficFlex** CEO **Larry Greenfield**. Smith told the audience that his company will soon begin on applications at **UMD** for the next generation of LBS. "We will be able to pinpoint people to three feet," he said. "You will be walking down the cereal aisle at **Giant** and will get sent a discount offer for **Captain Crunch**." Personally we prefer **Cookie Crisp**, but we're sure someone will want that. When Smith is not enhancing trips to the grocery store, he can be found collecting **Peter Max artwork** and is going to a lecture by the painter next month in **Baltimore**. Again, something your LBS would tell you.



Dale is only one of three people working on LBS for **Verizon**, but is always on the lookout for innovative ideas. He has doubts that social networking sites, such as **Facebook**, translate to the LBS world. "They get a lot of hits, but how do we make money?" he asks. "If you bring me a product, it has to be different and **make money**. Otherwise I'm not interested." What does interest Dale is

An advertisement for the Bisnow Directory. The background is a blue-tinted photograph of a modern skyscraper with a glass facade. The text is white and bold. At the top, it says "LOOKING FOR TOP OFFICE SPACE?". Below that, in a larger font, it says "THE BISNOW DIRECTORY.". At the bottom, it says "BISNOW ON BUSINESS".

boating on the Chesapeake Bay.



Vianetix CEO Glenn Roland and TerreStar VP Pat Murray.

Roland says his company helps make websites mobile friendly. Roland, who did biz dev for the launch of the first Internet address for mobile content (**.mobi**), tells us when he's not's making deals, he's cheering on his sons, 11 and 16, on the lacrosse field.

David Stegon is Bisnow's tech guru. He loves to hear compliments, complaints (not really), and story ideas, so call him with any of the above at 703-674-7718 or shoot an email to David@Bisnow.com



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