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Location-Based Services (LBS)

The emerging smartphones create many kinds of applications that are not possible or inconvenient for PCs and servers, even notebooks. One of the best-seller applications is location-based services (LBS) according to the following market research:

- The LBSs are one of the top three consumer mobile applications and services in 2012, and the most popular LBSs would be navigation, location search, and friend finder/social networks.
- The global LBS market is expected to grow from \$15.04 billion in 2016 to \$77.84 billion by 2021, at an estimated growth rate of 38.9%, for the given period according to [MarketsandMarkets](#).

The high popularity of LBS is because of some of the following reasons:

- Increased apps store usage like Apple's App Store and Google Play,
- High smartphone and GPS (Global Positioning System) device adoption as 1,424 million smartphones shipped worldwide in 2015,
- New hybrid positioning technologies including GPS, cell tower signals, wireless internet signals, Bluetooth sensors, etc., and
- High interest in user's private location information services.

A location-based service is a service based on the geographical position of a mobile handheld device. Some of the LBS examples are

- Finding a nearby ethnic restaurants,

- Finding a “best” bus schedule,
- Locating people on-the-move on a map,
- Locating a nearby store with the best price of a product,
- Location-aware mobile advertising,
- Road or street navigation, and
- Recommending social events in a city.

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