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**Abstract**

The most underutilised area in our lives is right outside our doors. With the Internet age, such information can be provided at the handset of the user to maximise his experience for local events.

Vicinity Explorer is an application that aims to provide the user with a Portal service that allows him to connect with people within a geological bound. Friend searches with matching interests, food zones, local events and news, book sharing, smart advertising, promotional offers, expert help, job opportunities, start-up helps and campaign launcher.

This location is defined by the user and can be any location that is either a home location, or a work location, or any location that the user frequently visits. The location needs to be specified only once and the application can work without GPS. Real time GPS based services can also be provided, if needed.

The application can be used by ordinary citizens to find new places of interest and rate them, by firms to promote their services and products, by NGOs to kick start a campaign, by the government to issue public notices and important news, or by hobbyists to create a support group.

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