

**NOTE:** Gowalla was acquired by Facebook, who also has its own audience participation and check-in service called Facebook Places. Gowalla.com was shut down as Facebook integrated Gowalla into its offerings. Our client strongly believes the patented technology as illustrated in these charts is foundational for the current products and services offered by Facebook.

“So this is what Facebook has been doing with its Gowalla acquisition. Josh Williams, the former CEO of Gowalla, has been working on a project since Facebook bought his company back in December: He is part of a team that has been developing an API that lets app developers integrate actions like status updates, photo and video-sharing, friend-tagging and checkins at various locations. Such data will ultimately fill out a user's Timeline with "more detailed moments," according to a blog post from the company on Wednesday.”

Source: <http://mashable.com/2012/03/07/facebook-gowalla-apps/>

“"Mark Zuckerberg has just checked in at Madison Square Garden." You're probably not friends with the Facebook founder, but if you were, you would know from his check-in that he's now at Madison Square Garden -- very convenient if you're going to the same show or sports event as Zuckerberg and want to say hello.

In this world of smartphones, the check-in feature is one of the newer, cooler applications -- it's not just about what we're doing, it's about where we are. About 20 percent of smartphone owners are using this type of app, according to a 2011 by research company ComScore [source: Olivarez-Giles]. The main service used is Facebook Places, though Gowalla and Foursquare are also popular.

So, what exactly is Facebook Places? It's a location-based service that lets you share your locations with people in your social network. It was originally introduced for the iPhone, but can also run on other mobile devices like the Android or the BlackBerry. To use it, download the Facebook application to your smartphone. If your smartphone has a GPS system, Places uses it to determine your location and possible places you can check in.”

Source: <http://computer.howstuffworks.com/internet/tips/how-to-check-in-on-facebook.htm>