

NOTE: Google Latitude services were retired in Mid-2013 and the location-based check in features were slowly implemented in the Google+ social media platform via Google+ Location, Local and Events. Our client strongly believes the patented technology as illustrated in these charts on Google Latitude is foundational for the current products and services offered by Google+.

“By the middle of August, **Google Latitude will be gone with the expectation that users will go to Google+ Location instead.**

Google has worked hard to make sure that you want to use their social network. They have accomplished this by moving a huge swath of their features into Google+ through a series of slow, yet deliberate, moves. Their latest update to Blogger allows you to use Google+ as a comment platform, while their review system for restaurants and businesses in Google Maps now requires a G+ account. The “+You” at the top of every Google service implores you to either try out or come back to the young social network.

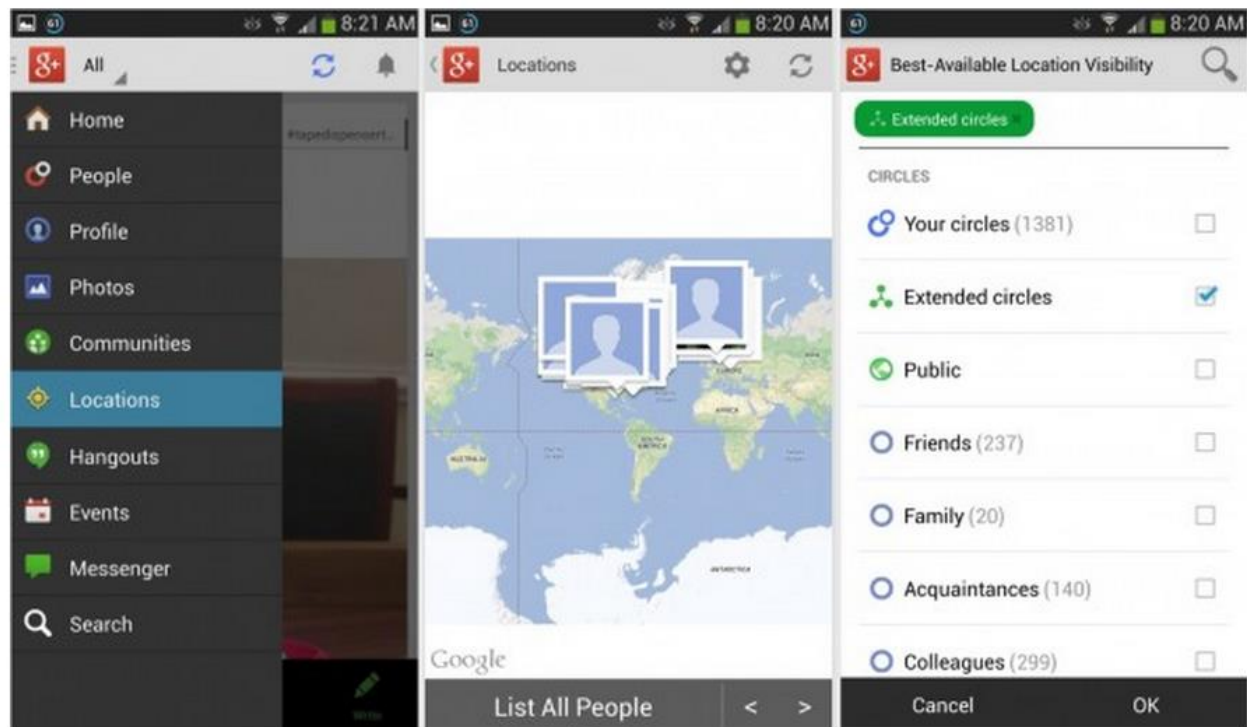
There’s nothing wrong with Google+, mind you, but many of these decisions can easily be seen as forcing users to opt into a service they don’t want in order to get features they previously had access to elsewhere. **Google Latitude is the latest of those features, and here’s what you need to do in order to use the service after August 9.”**

“Google+ now has an option labeled Location in the mobile app. Tapping this tab will take you to **a service that looks very similar to Latitude, with the faces of your friends and family members strewn across a large map.** You can zoom in and pinpoint their last reported location.”, but you can’t ping them for a check in like you could in Latitude. As long as your friend is reporting their location, however, you will see them move on the map.

If you’re interested in sharing your location with others, **you have to go into Google+ Location and pick who you want to share your location with.** You can share publicly, so anyone with a Google+ account can see your location, or you can choose to limit your sharing to specific circles and people. If you’re an active Google+ user who uses the circle organization system, this process is really quick. If you have everyone dumped into one circle, you basically have to either put the people you want to share with in a circle and choose that circle or select each individual and share with them.”

“There’s currently no iOS equivalent, but that will likely be changed in short order.”

Google+ Locations:



Source: <http://www.geek.com/android/how-to-move-from-google-latitude-to-google-location-1561653/>

“As Google rolls out its updated mapping experience for iOS and Android, the company has announced it will retire one of its older location services: Google Latitude. In a post on its support website, Google says all of its Latitude properties — which include mobile apps, website, API, and badges — will be killed on August 9th as ***it looks to strengthen location-sharing and check-in features available on Google+.***”

Google's decision to kill Latitude doesn't come as much of a surprise, the service has been abandoned for a number of years after the company shifted focus to Google+. After August 9th, the company will delete your friends on Latitude, stop sending privacy reminders, and remove the check-in option from the mobile apps. Google will continue to offer its Location Reporting and History tools but its key aim is to funnel the small number of ***Latitude users into a wider social network where it already provides similar tools. Location sharing is already live for users of the Google+ Android app*** but if you are an iOS user, the feature is said to be "coming soon".”

Source: <http://www.theverge.com/2013/7/10/4510130/google-retiring-latitude-august-9th>