

Chapter 1

Introduction

1.1 What are Location-based Services?

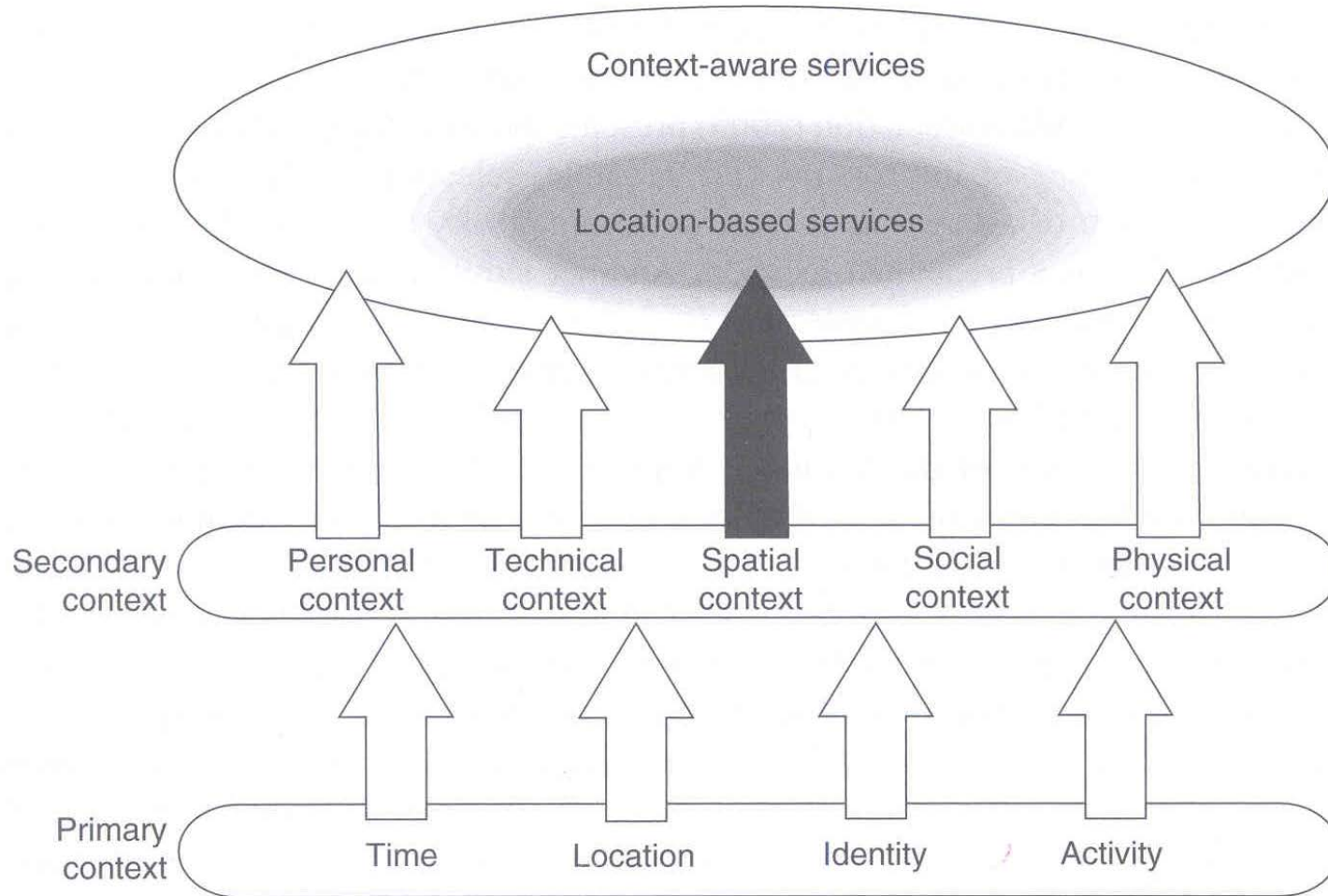


Figure 1.1 Context-aware and location-based services.

Classification of LBS

1. Reactive

- explicitly activated by the user

2. Proactive

- automatically initialized as soon as a predefined location events occur
- need to permanently track the users to detect location events

1.2 Application Scenarios

1.2.1 Business Initiatives

1.2.1.1 Enquiry and Information Services

1.2.1.2 Community Services

1.2.1.3 Traffic Telematics

1.2.1.4 Fleet Management and Logistics

1.2.1.5 Mobile Marketing

1.2.1.6 Mobile Gaming

1.2.1.7 Value-added Services

1.2.2 Public Initiatives

1.2.2.1 Enhanced Emergency Services

- **Phase I**
- **Phase II**

1.2.2.2 Toll Systems

1.3 LBS Actors

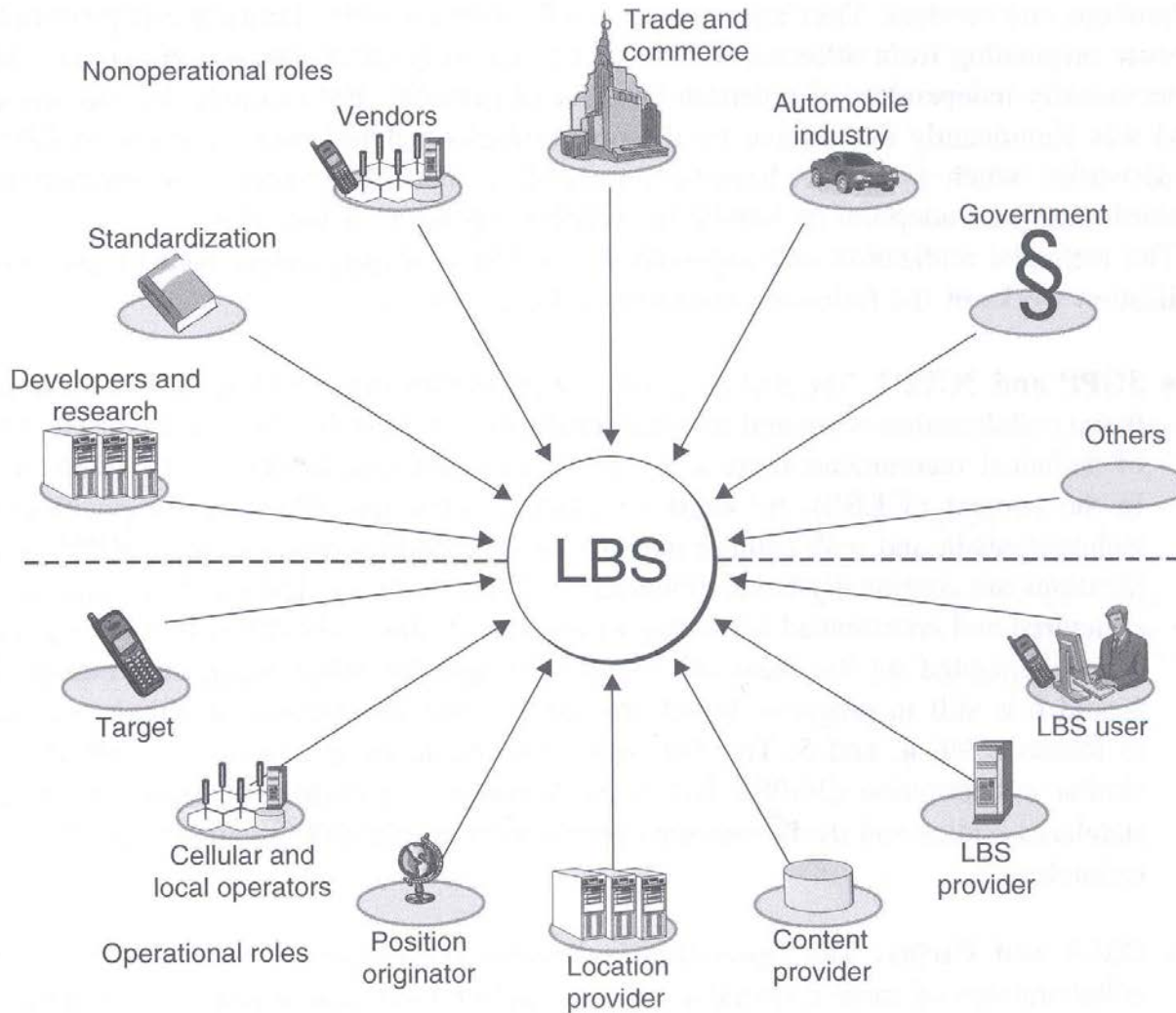


Figure 1.2 Roles for LBSs.

1.4 Standardization

- **3GPP and 3GPP2**
- **OMA and Parlay**
- **IETF and W3C**
- **OGC**

1.5 Structure of this Book