

**Exercise  
Mobile Business II  
SS 2020**

**Exercise 1  
LBS and Mobile Communities**

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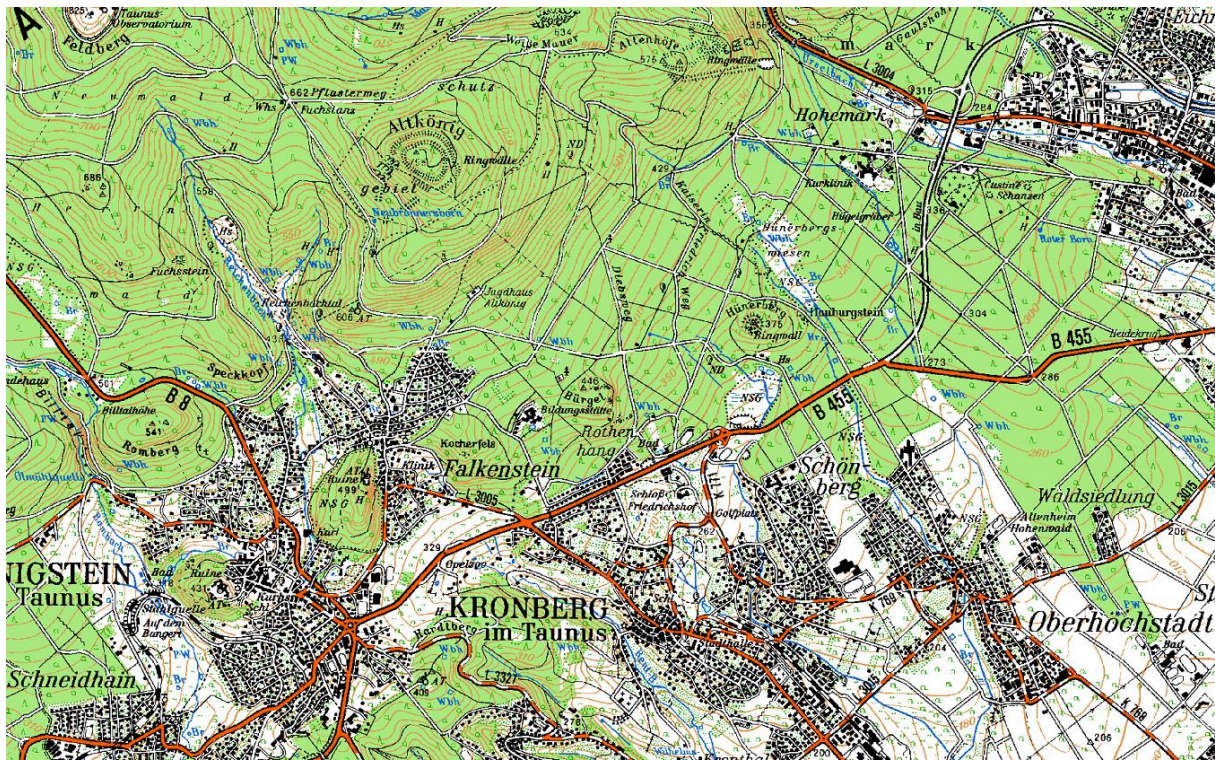
26. May 2020

**Remark:** This Exercise will deal with digital maps, routing, navigation and cartography as a base technology for LBS. Concepts based on the discussed technology will be discussed during the class.

**Exercise 1:** Look at the following maps. Think about the questions and find your own answers when you apply the questions to each of them! Reason about your answer for approx. 3-5 sentences!

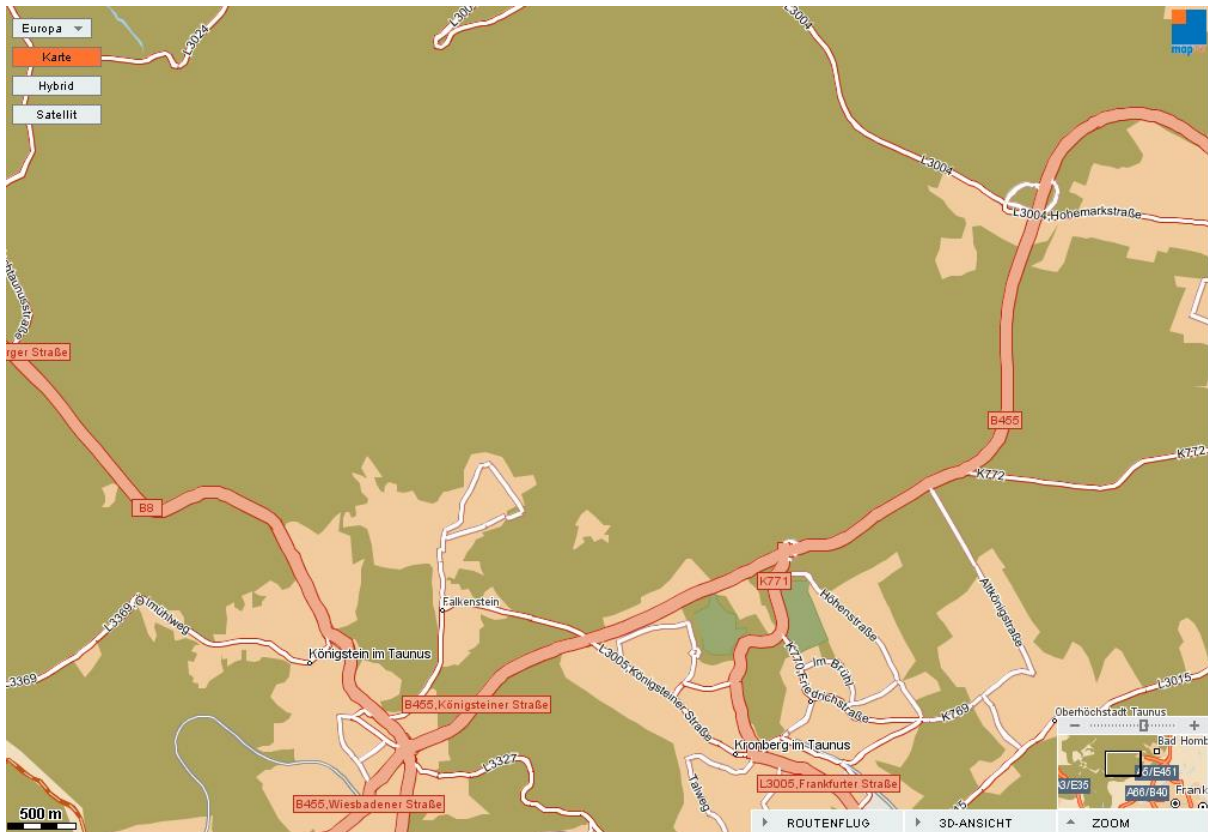
1. What is the purpose this map can be used for?
2. Does this map help you to ride a bicycle from Königstein to Kronberg?
3. Will this map help you to evaluate whether a particular street is a nice place to live in?

**Map 1: TOP50 Hessen**



1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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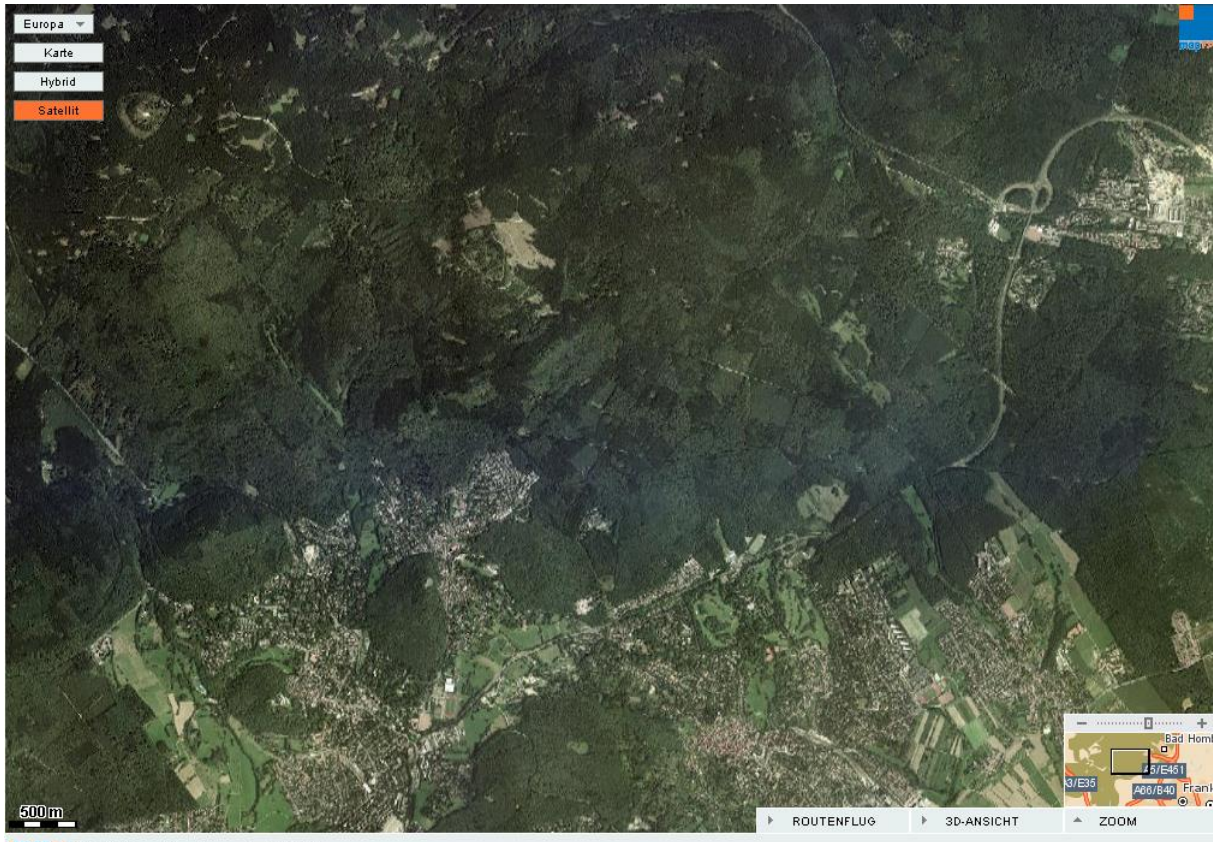
## Map 2: Map24 Street Map



1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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**Map 3: Map24 Overflight photo**



1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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## Exercise 2: Location based services – business models

Think of an example of a location based service (LBS). If you are planning to provide an LBS, which factors are relevant for you as a service provider to choose a positioning method for your service? We will discuss it in class.