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In 1994 it became apparent to me that technology was going to cause a monumental increase in devices and systems that would be able to precisely determine location and to create, store, organize and provide access to incredible quantities of local information. It also occurred to me that location determining capabilities and devices (primarily GPS) would eventually be available to the masses but that their usability and adoption could be enhanced greatly by the development of new and user friendly geo-referencing and user interfaces.

My initial concerns focused on ensuring that a variety of consumer devices, including cellular phones, watches, etc., were optimized with 'dial tone' friendly, simple and easy user interfaces and referencing systems. It soon became apparent, however, that the acquisition, storage, organization, manipulation and dissemination of accurate and comprehensive local information were also problems in desperate need of addressing. The analogy I have often used is that while GPS and other technologies were clearly creating new and very powerful "engines" that could revolutionize local information capabilities for the masses, inadequate efforts were being made to create a corresponding increase in the "fuel" for these new and revolutionary engines. Accordingly, the new GPS and other location technologies were in desperate need of new systems and interfaces to fuel these new capabilities and allow them to more quickly achieve their full potential.

The original efforts in 1994 resulted in the filing of an initial patent in August, 1996, significant efforts to educate and evangelize to the GPS and GIS communities to address the issue in from 1998 to 2002, and the launch of go2®, the world's first location-based directory available over mobile phones, in 1999. This latter product initiative and go2's technology and business model ultimately achieved broad distribution across virtually all major wireless carriers in the U.S. (AT&T, Cingular, Nextel, Sprint, and Verizon) and attracted the attention of significant industry resources from SAIC, Verisign, and Amdocs as strategic partners and investors. Like many high technology companies started inside the dot-com bubble, however, go2 was unable to sustain its growth and had to retrench significantly during 2002.

Notwithstanding significant downsizings and various legal restructurings, go2's mobile, local search and directory applications and services managed to survive to cross the proverbial market adoption 'chasm' to better times in 2005. In 2006, go2 was recently

ranked as the 5<sup>th</sup> most used Mobile Search engine behind industry giants Google, Yahoo, MSN and AOL, and since go2 is the only one of those mobile search engines that focuses exclusively on local search, there is a strong likelihood that go2 is the leading LOCAL, mobile search and directory service in the U.S. Since go2's launch in 1999 go2 has delivered over 1 Billion page views of mobile, local search information and content to tens of millions of unique mobile phone users. go2 has logged a great deal of information about each of those page views, including the specific search request (typically category or specific business name), date, time, carrier, device, location (either automatically determined or selected by end users through a variety of systems). This information provides a wealth of knowledge about when and where end users are and what they are looking for when they are using their mobile phones for local search and information.

go2's significant experience delivering local information through handheld devices lends credence to its view that there is still a significant need for better user interfaces and more accurate, deep, timely and compelling local information. While today go2 is focused primarily on the delivery of consumer oriented information – beginning with the location and information related to consumer destinations and businesses – we believe that successful partnerships between private and public sector organizations will ultimately expand beyond basic consumer information and enable a plethora of compelling local content to be created, acquired, stored, and made readily and easily available for the masses.

There are a number of benefits to achieving these objectives well beyond the obvious utility of obtaining accurate information anytime and anywhere. These benefits range from the ability to increase awareness, access and use of educational, historic, and other information (e.g. environmental information) to the ability to utilize an ecosystem of local search activity to create information and better understand all types of population movements and needs. While some of these are likely to create commercial opportunities and generate commercial benefits, we submit that establishing the right ecosystem and cooperative efforts between public and private sector organizations will ultimately accelerate the development and adoption of valuable local information systems and capabilities. These new partnerships and systems will benefit numerous participants in both the public and private sectors to the ultimate benefit of the general public.