Where is the "Where"?

Vincent Tao, PhD, PEng

Director
Local & Mobile Search and Virtual Earth
Microsoft

Where 1.0

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Virtual Earth™

The death of distance

- Social networks are independent of distance
- E-commerce is locationless
- Search is universal: finding information anywhere

Where 2.0

Location matters

- 72% of survey participants prefer to stay within a 20-minute drive of their homes to reach a business
- ~1/3 of search queries are local intent
- Location-enabled mobile devices are emerging

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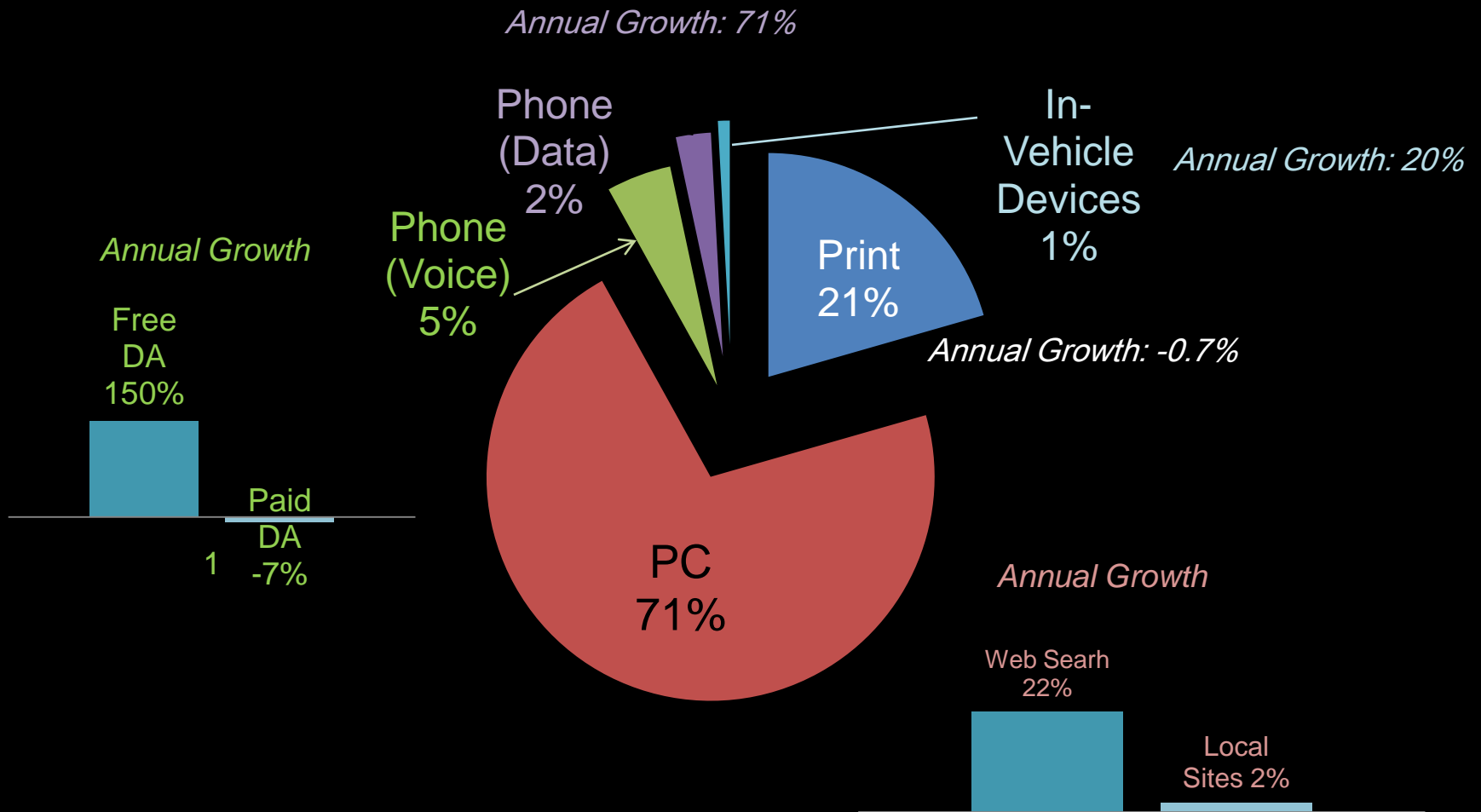Virtual Earth™

'Location' finally becoming understood

- Location is **A** dimensional index to organize information and data

- *From* organizing spatial information *to* organizing information spatially

How People Look for Local Info - **Top Entry Points**

Community

Entertainment

Portal

Where is 'Where'

Commerce

Search

Mapping & Navigation

Communication

* Location based services vs location powered services

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How People Look for Local Info – **Devices (US)**

Annual Growth: 71%

Phone (Data) 2%

In-Vehicle Devices 1%

Annual Growth: 20%

Phone (Voice) 5%

Annual Growth

Free DA 150%

Print 21%

Annual Growth: -0.7%

Paid DA -7%

1

PC 71%

Annual Growth

Web Searh 22%

Local Sites 2%

* Based on the number of queries

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Virtual Earth: an enabling platform for location powered app.

Local Search Portal

Where

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Virtual Earth for Mobile Client
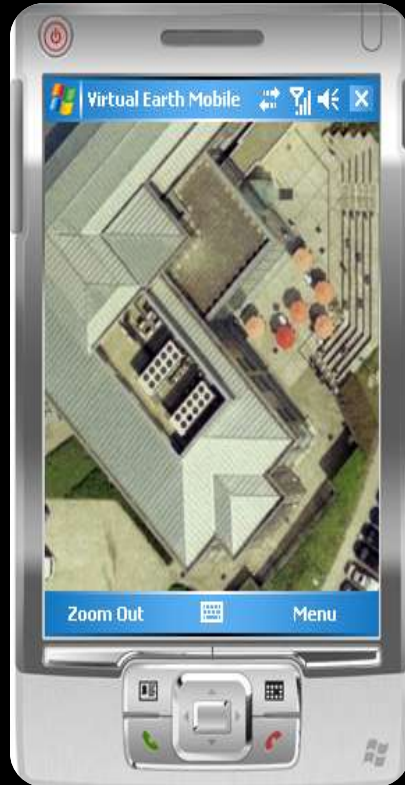
Image mapping   Real-time traffic   Voice search

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Virtual Earth: an enabling platform for location powered app.

Local Search Portal

Where

1st Party Services

How People Look for Local Info – **Lives (24/7)**

Workstyle ← → Lifestyle

Work
- Word Processing
- Spreadsheets
- Presentations
- Documents
- News & Research

Communicate
- Email
- Instant Messaging
- Internet Calling
- Blogs
- Discussion Forums

Connect
- Online Persona
- Family/Intimates
- Friends
- Classmates
- Affinity Groups

Live
- News & Research
- Shopping
- Travel
- Health
- Real estate/finance

Play
- Photos &Videos
- Music & Movies
- Casual Games
- Entertainment
- Virtual Worlds

Where

Office
Mobile
Xbox
Live Search
msn
Microsoft Office Live

Microsoft® Virtual Earth™

Virtual Earth add-in for Outlook
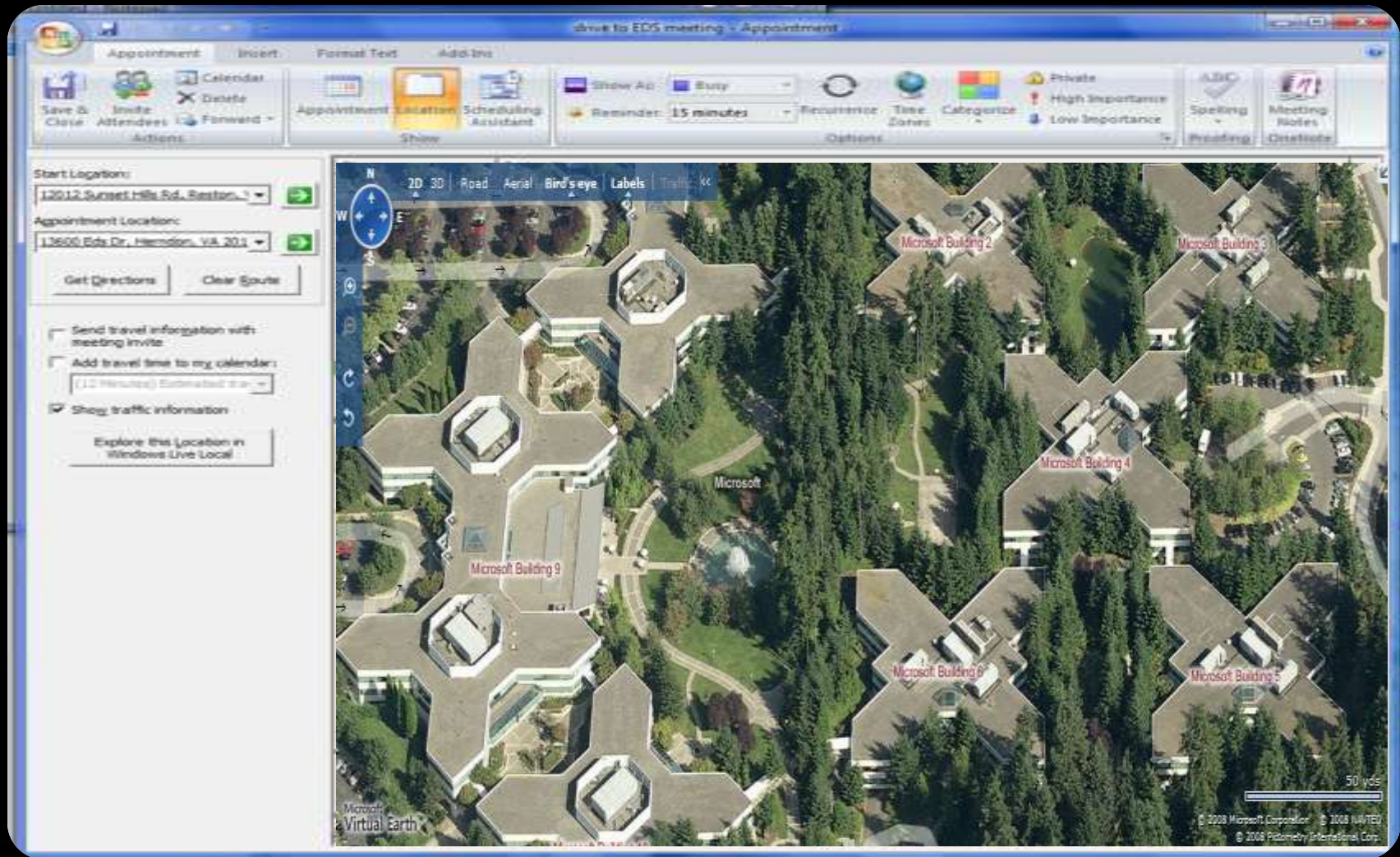
Virtual Earth for Messenger

Virtual Earth with SQL Spatial Server
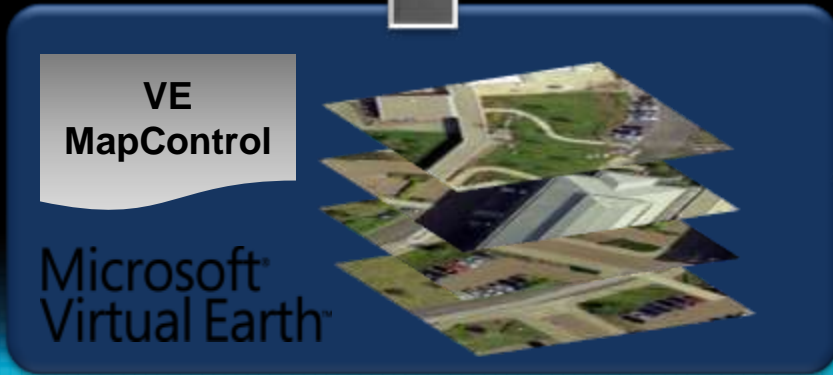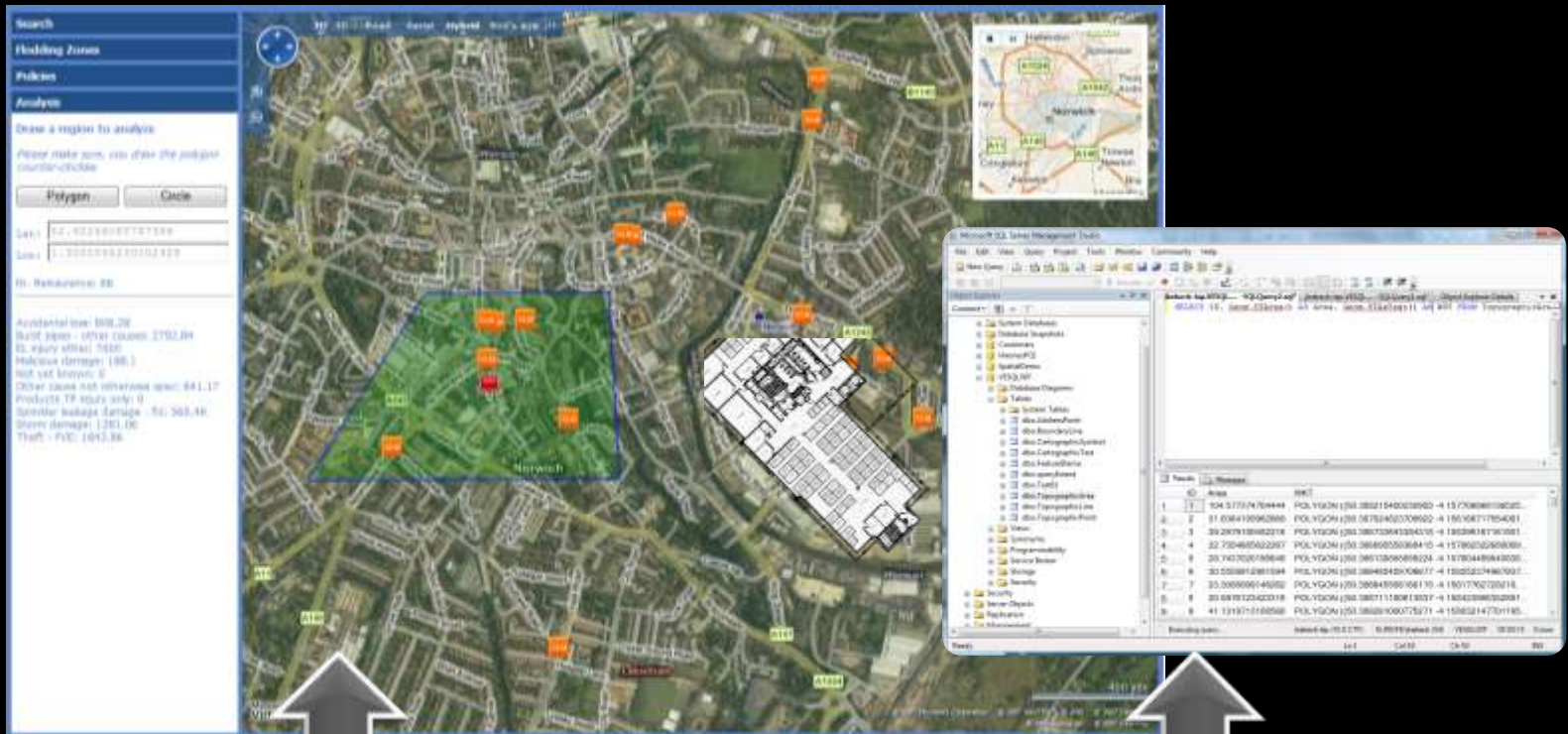
Virtual Earth: an enabling platform for location powered app.

Local Search Portal

1st Party Services

3rd Party Applications

Where

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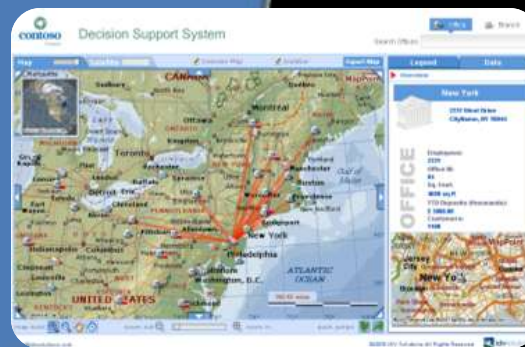
Microsoft Partner Ecosystem

ISVs   **Microsoft**   **Partners**

85,000 ISV Partners

485,000+ Microsoft partners

Over 1 million MCSE professionals

Over 1.5 million MCP certification holders

Customer Driven innovation

Microsoft Software + Services Offering
Devices are getting connected

2008

2009

*Live Device Services***

- **Live Search for Devices**
- *Premium Traffic*
- *Community POI Upload*
- *Parking*
- *Website to Device*
- *Integrated Advertising*

- **MSN Direct over FM (NA, Fr, I, D, E)**
  - *MSN over IP*

2010

*Live Device Services***

- **Live Search for Devices**
- *Premium Traffic*
- *Community POI Upload*
- *Parking*
- *Website to Device*
- *Integrated Advertising*
- *Integrated Communications*
- *Picture POIs*
- *Theft Protection*
- *Premium Routing*
- *Remote Diagnostics*
- *Guided Tours*
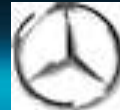
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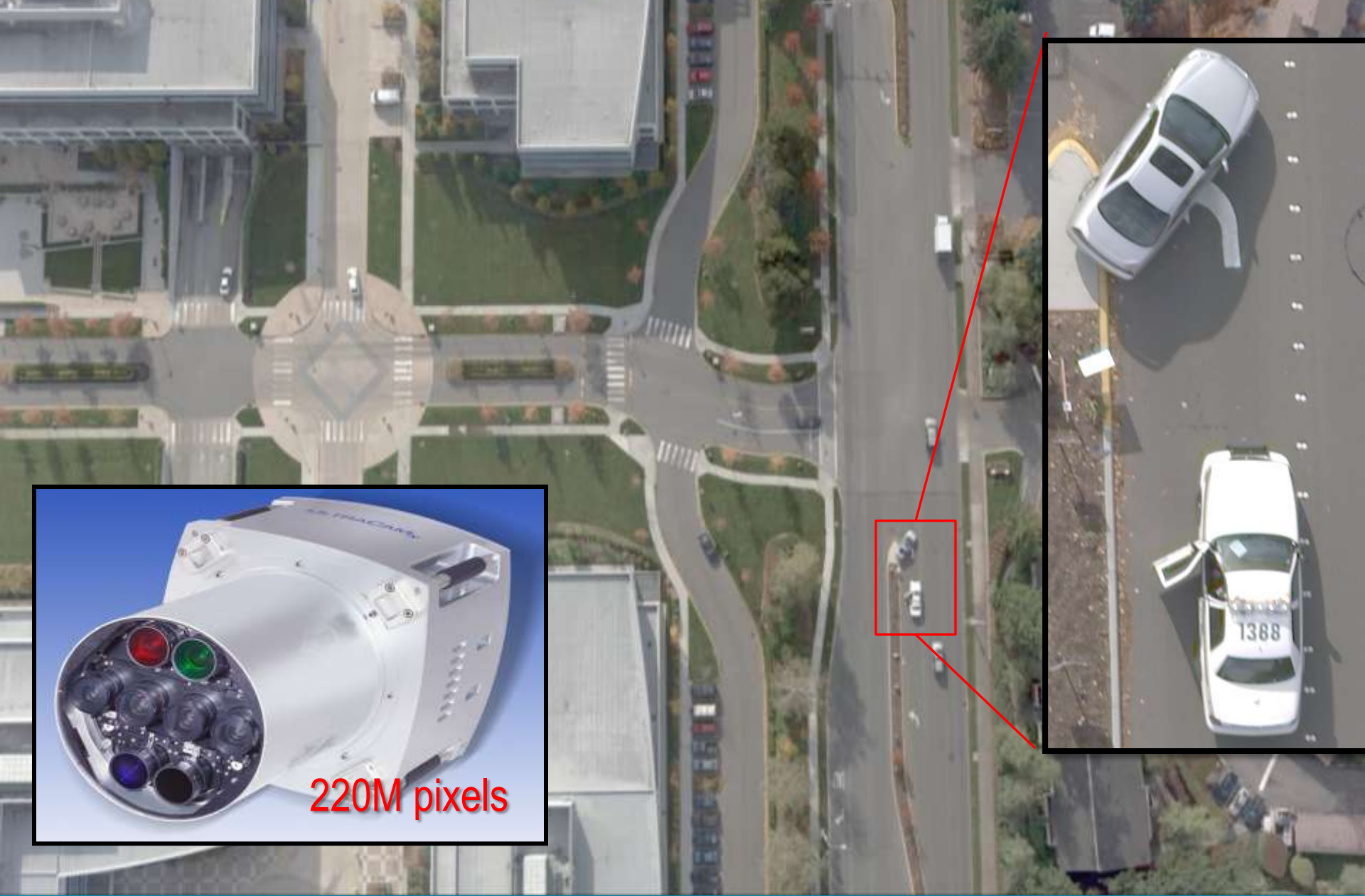
Microsoft®
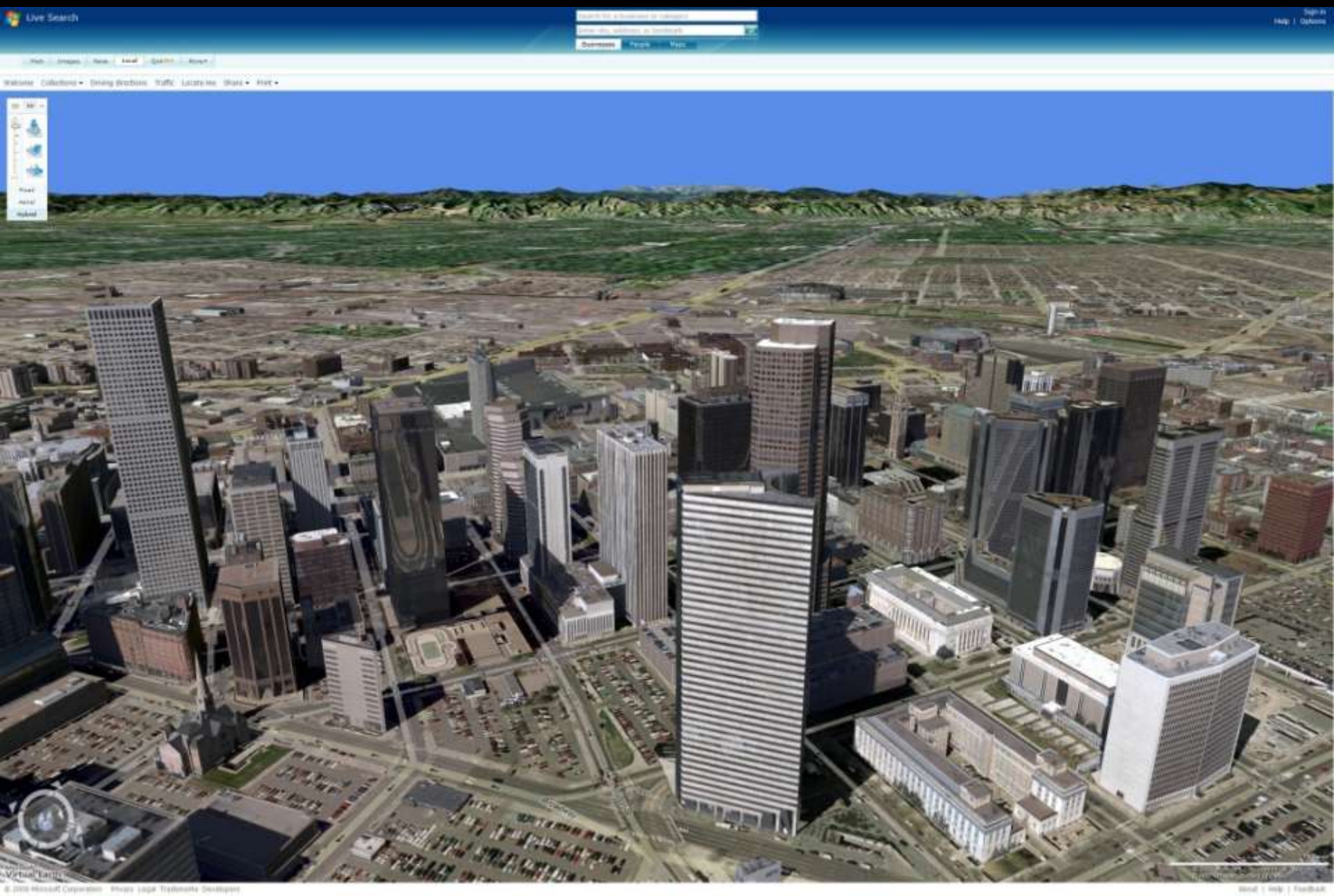Virtual Earth™

Virtual Earth Enterprise Customers

Microsoft® Virtual Earth™

Investment in high resolution images (6 cm)

220M pixels

Virtual Earth 3D (350 cities on-line)

Virtual Earth: more real…
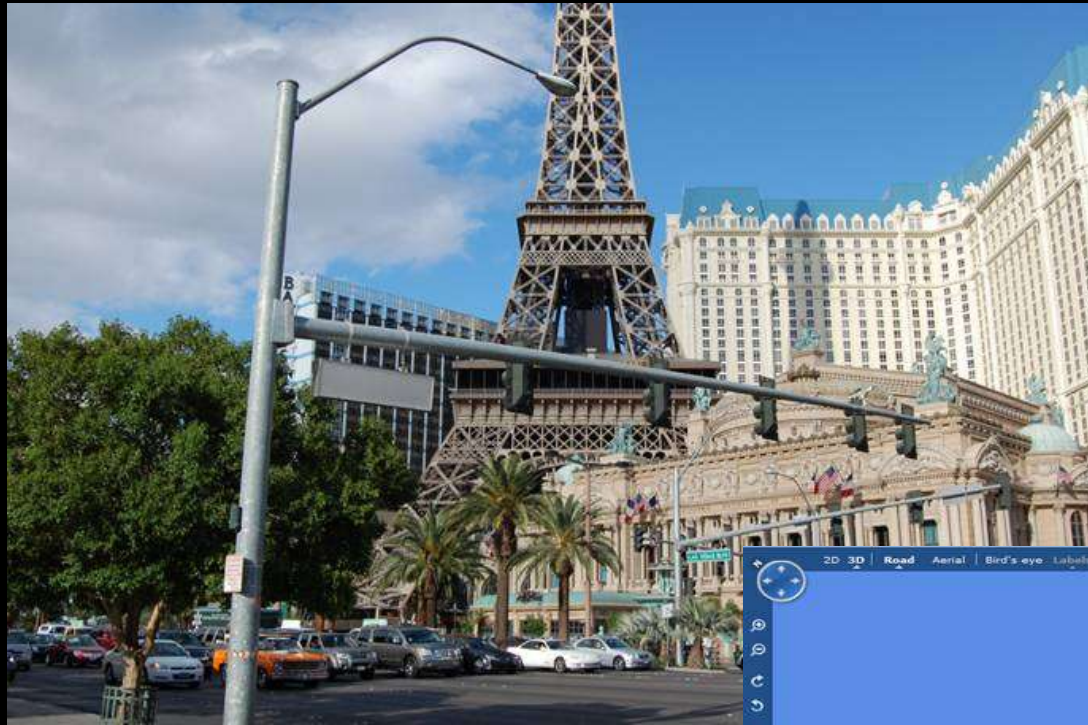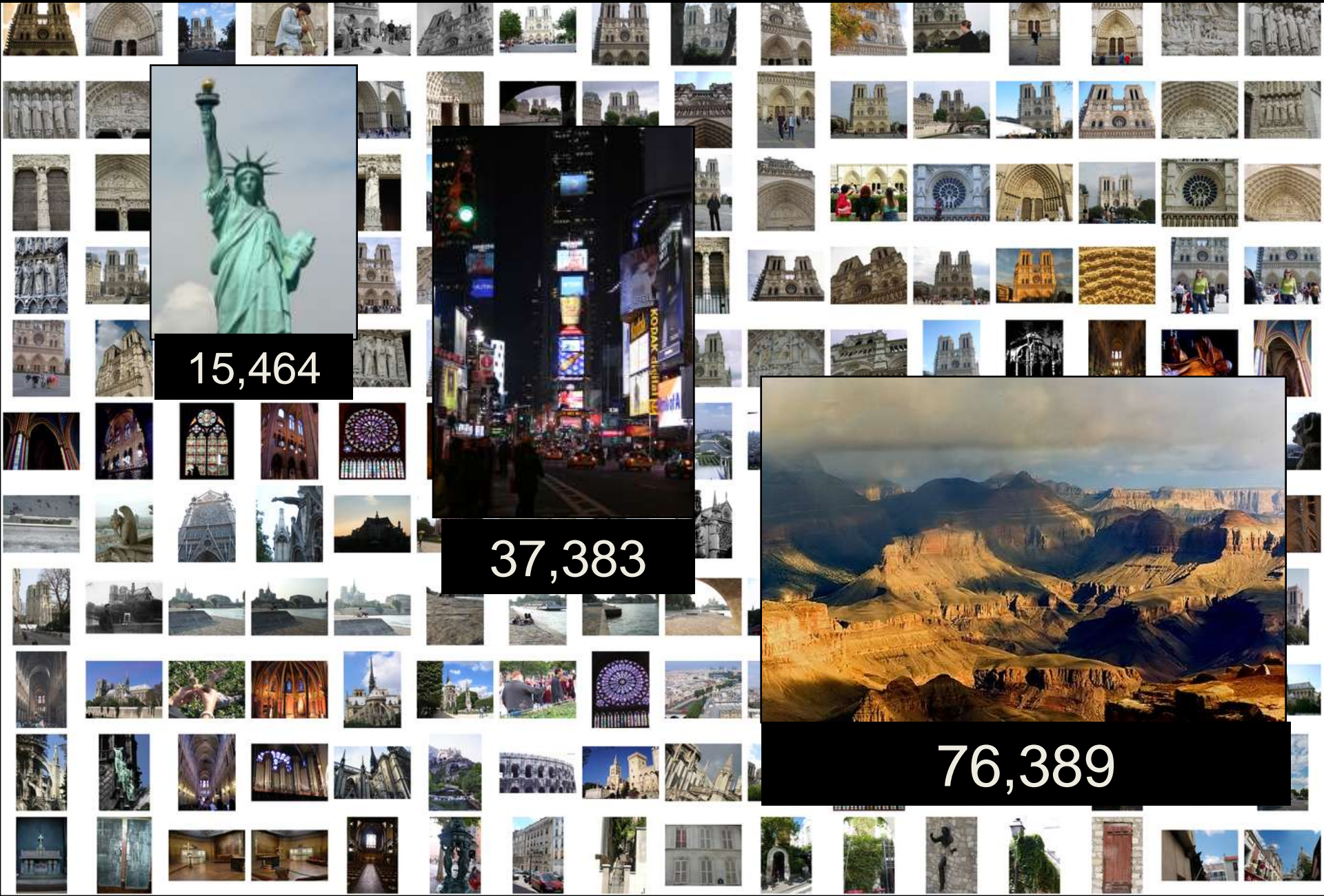
15,464

37,383

76,389

THANK   YOU