

Where is the “Where”?

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Where 1.0

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

'Location' finally becoming understood

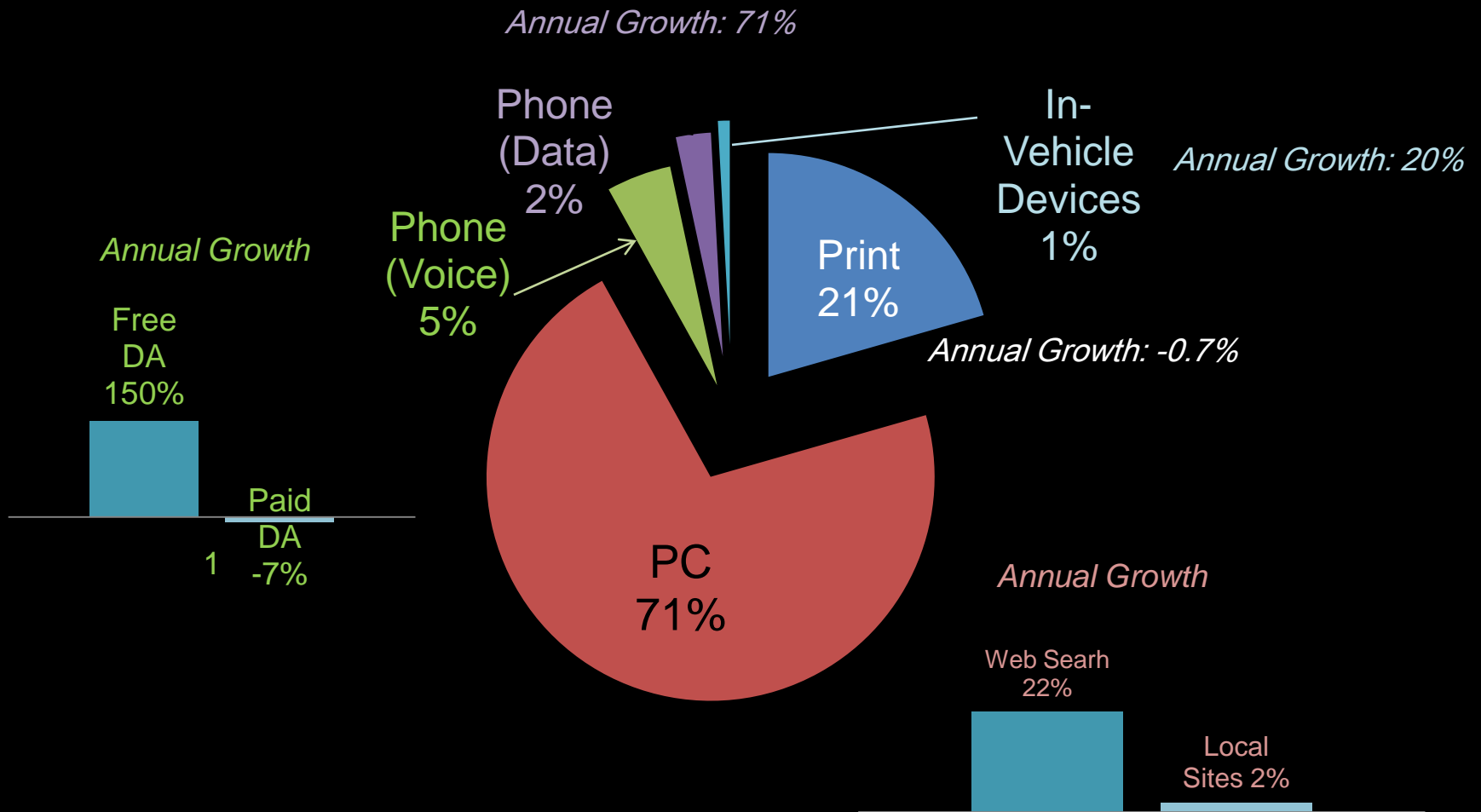
- Location is **A** dimensional index to organize information and data
- **From** organizing spatial information **to** organizing information spatially

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



* Location based services vs location powered services

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



* Based on the number of queries

Virtual Earth: an enabling platform for location powered app.



Virtual Earth for Mobile Client

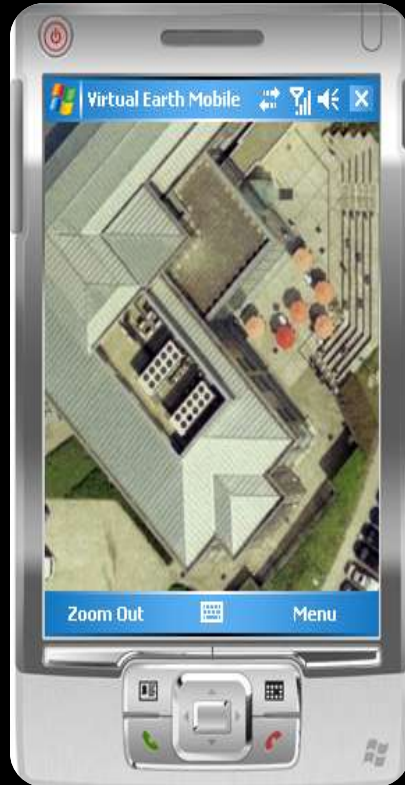


Image mapping



Real-time traffic



Voice search

Virtual Earth: an enabling platform for location powered app.



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

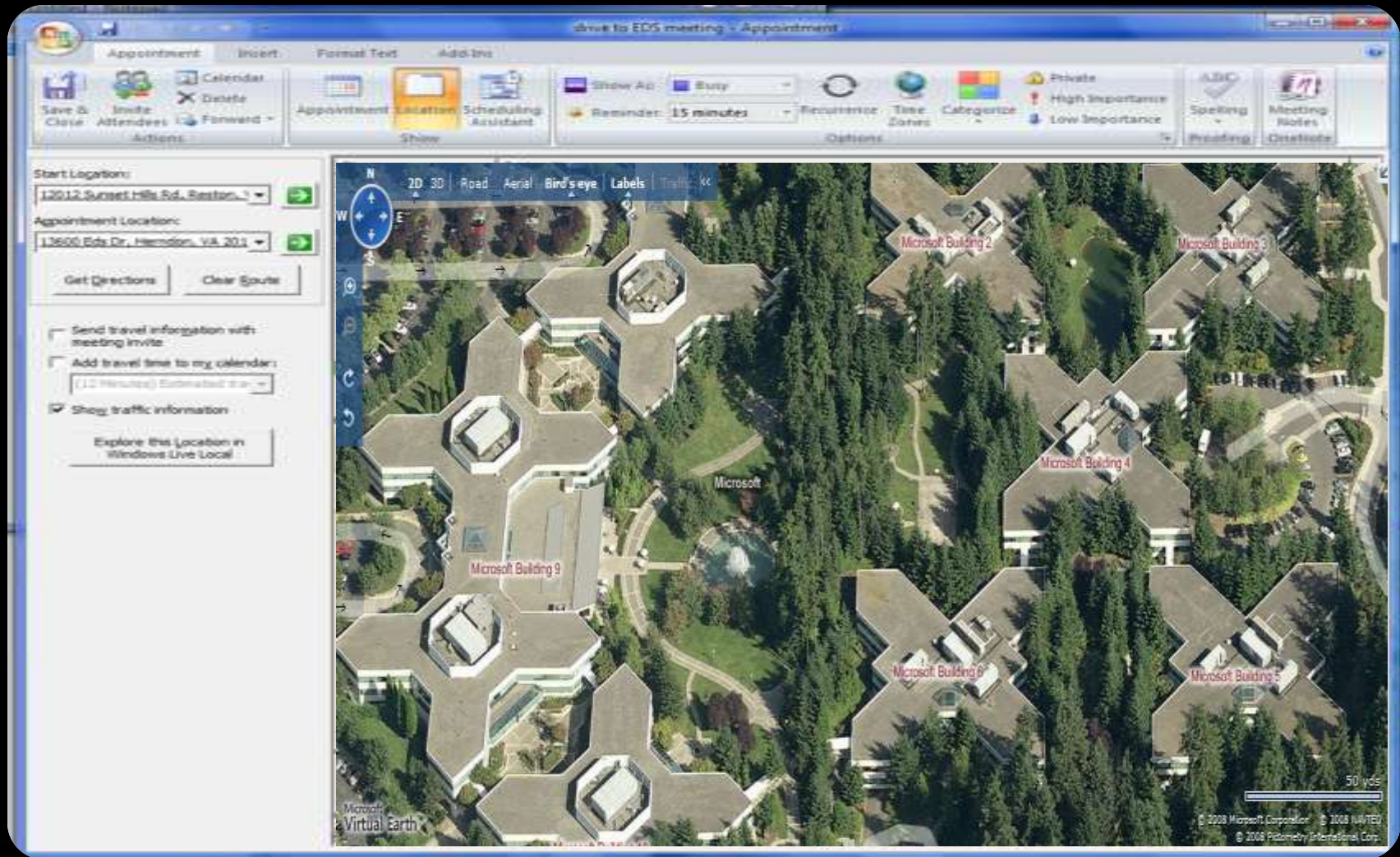
- News & Research
- Shopping
- Travel
- Health
- Real estate/finance

Play

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



Virtual Earth add-in for Outlook

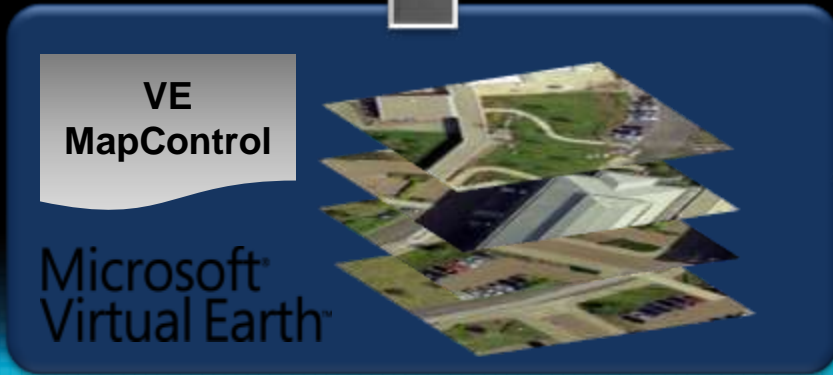
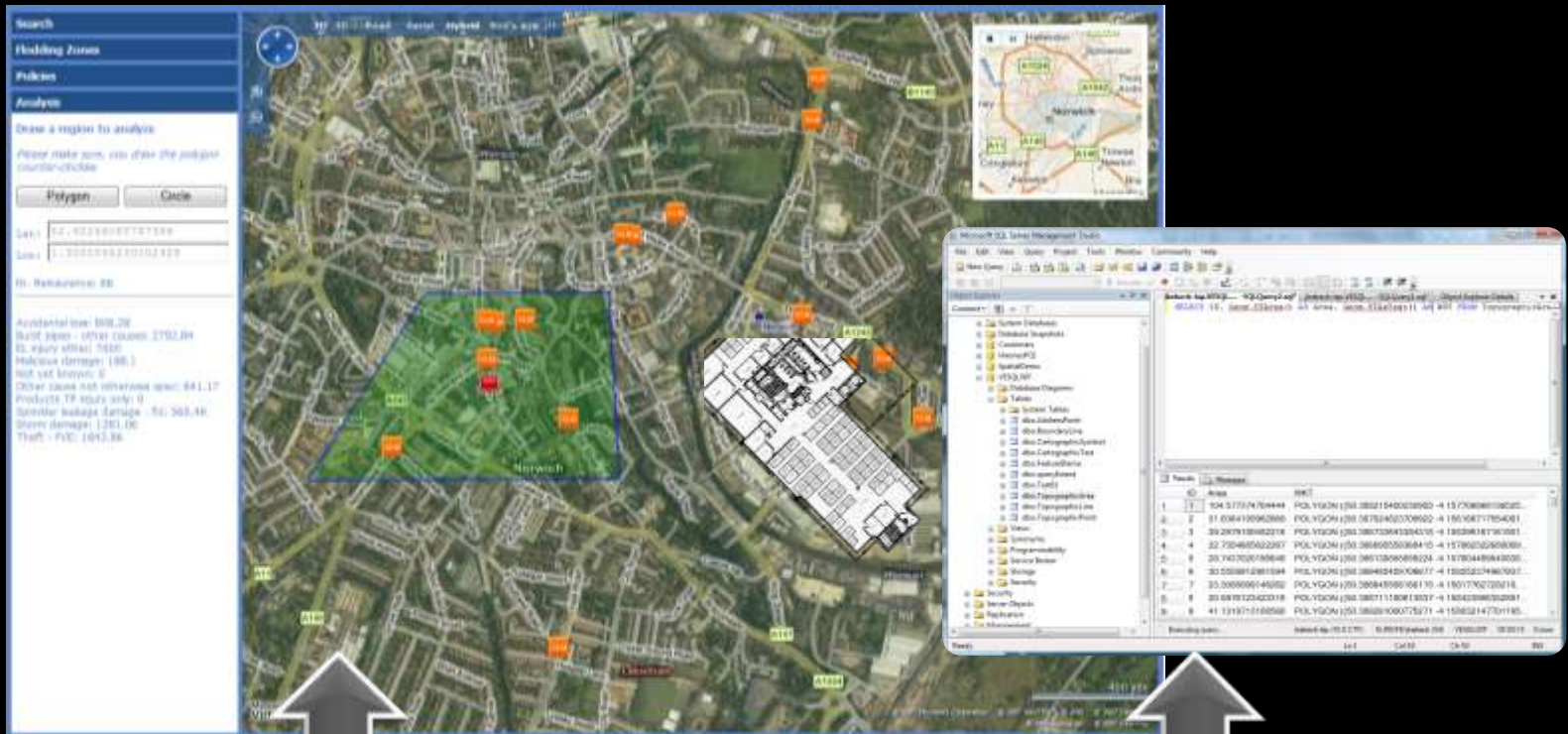


Virtual Earth for Messenger

The screenshot shows a Windows Messenger conversation window titled "Johannes Kebeck - Conversation". The window includes a menu bar (File, Edit, Actions, Tools, Help), a contact name "Johannes Kebeck" with an email address, and a status indicator "Away". A message from Johannes Kebeck states: "You have invited Johannes Kebeck to start Windows Live Local Shared Map. Please wait for a response or Cancel (Alt+Q) the pending invitation." A response from Johannes Kebeck says: "Johannes Kebeck has accepted your invitation to start Windows Live Local Shared Map." Below the messages is a "Sports & Recreations" section with a grid of player profiles, including names like "Newboard resorts", "Ray Williams", "Alex Smith", "Chris Chambers", "Super Golf 1976", "Charlie Smith", "Shawn Alexander", and "Manding Mc Awesome 10th".

Overlaid on the right side of the Messenger window is a "Windows Live Local Shared Map" window. This window displays a satellite view of a golf course with a pond. The map interface includes a navigation toolbar with zoom controls (5, 20, 30) and map style options (Road, Aerial, Hybrid, Bird's eye, Traffic). Several orange location pins are placed on the map. The bottom of the map window shows the "Microsoft Virtual Earth" logo and copyright information: "© 2007 Microsoft Corporation © 2001 Idemity International Corp".

Virtual Earth with SQL Spatial Server



Virtual Earth: an enabling platform for location powered app.



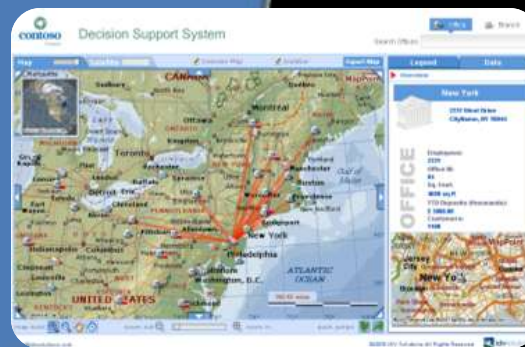
Local Search Portal



1st Party Services



3rd Party Applications



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

A vertical stack of two colored bars representing Microsoft services in 2009. The top bar is white with the Windows logo and 'Live Device Services*'. The bottom bar is blue and contains a list of services.

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

2009

A vertical stack of two colored bars representing Microsoft services in 2010. The top bar is white with the Windows logo and 'Live Device Services*'. The bottom bar is blue and contains a list of services.

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
- **MSN Direct over FM**
 - MSN over IP

2010

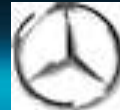
Virtual Earth Enterprise Customers



A Berkshire Hathaway Affiliate

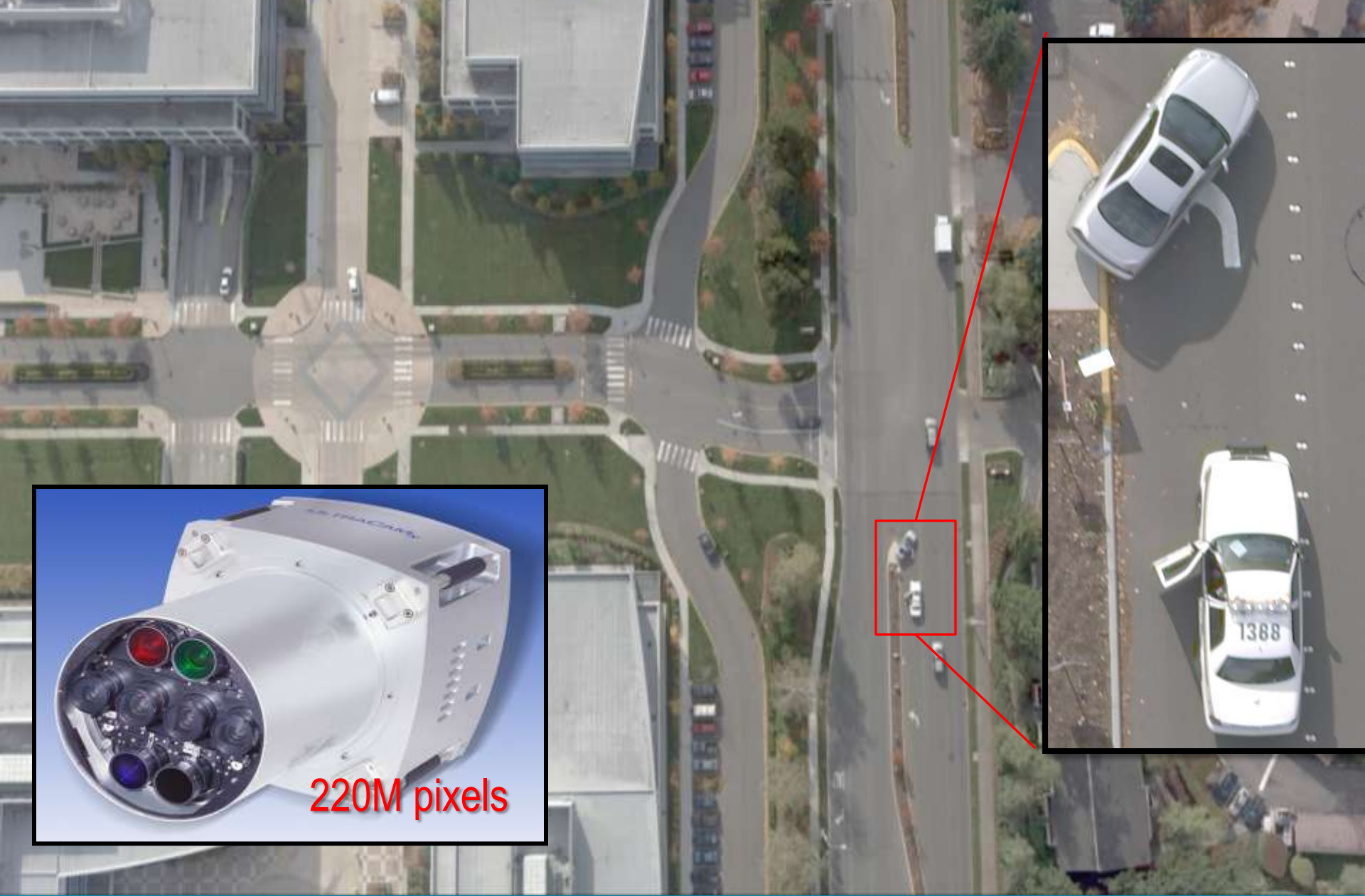


STARBUCKS.CO



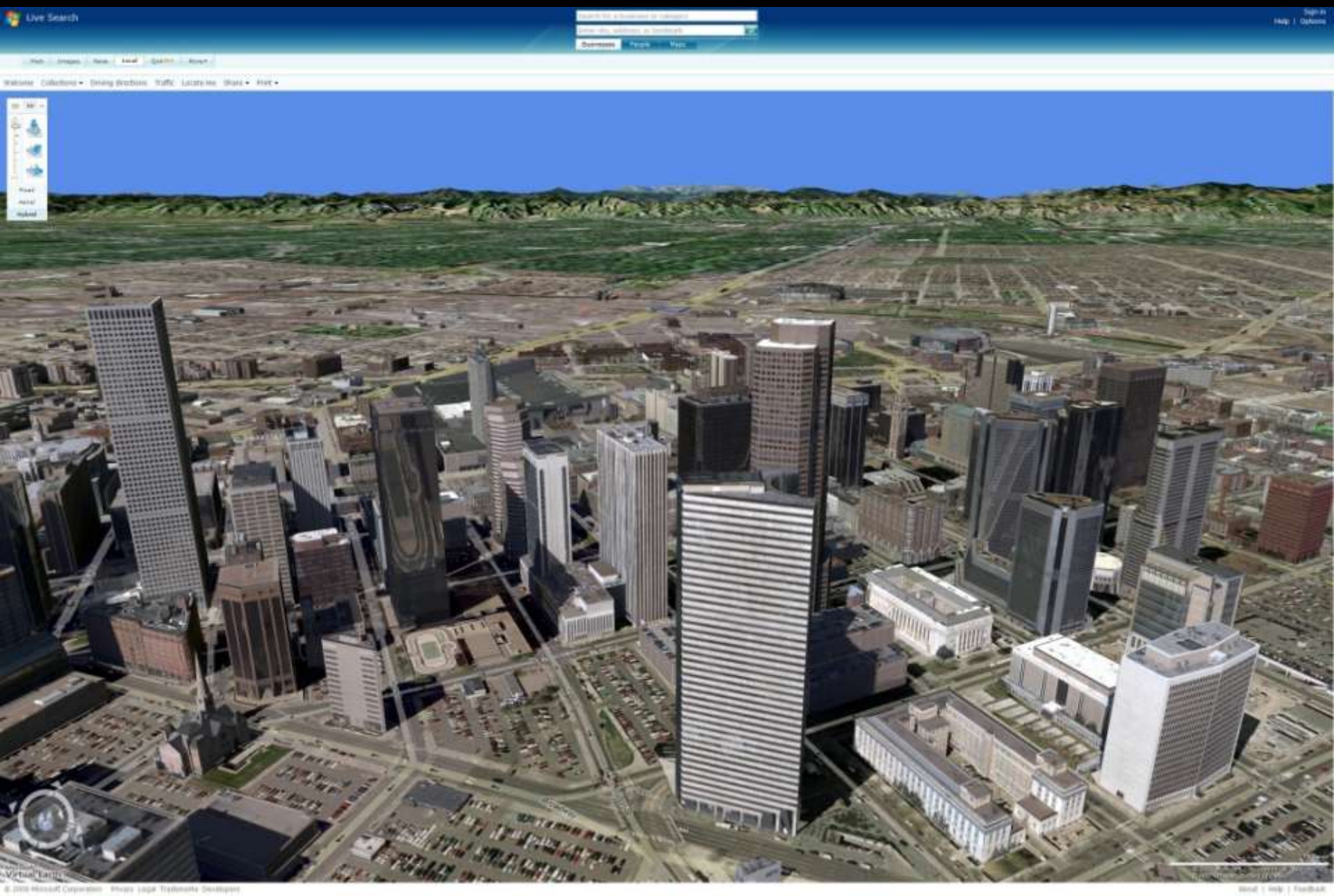
Microsoft®
Virtual Earth™

Investment in high resolution images (6 cm)

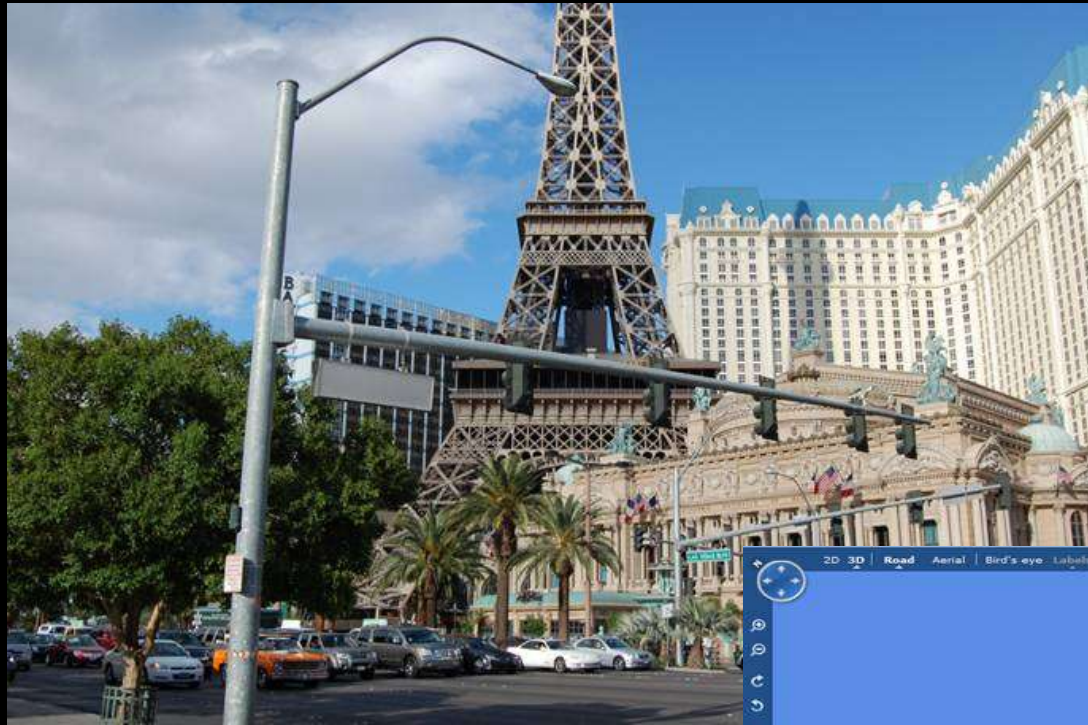


220M pixels

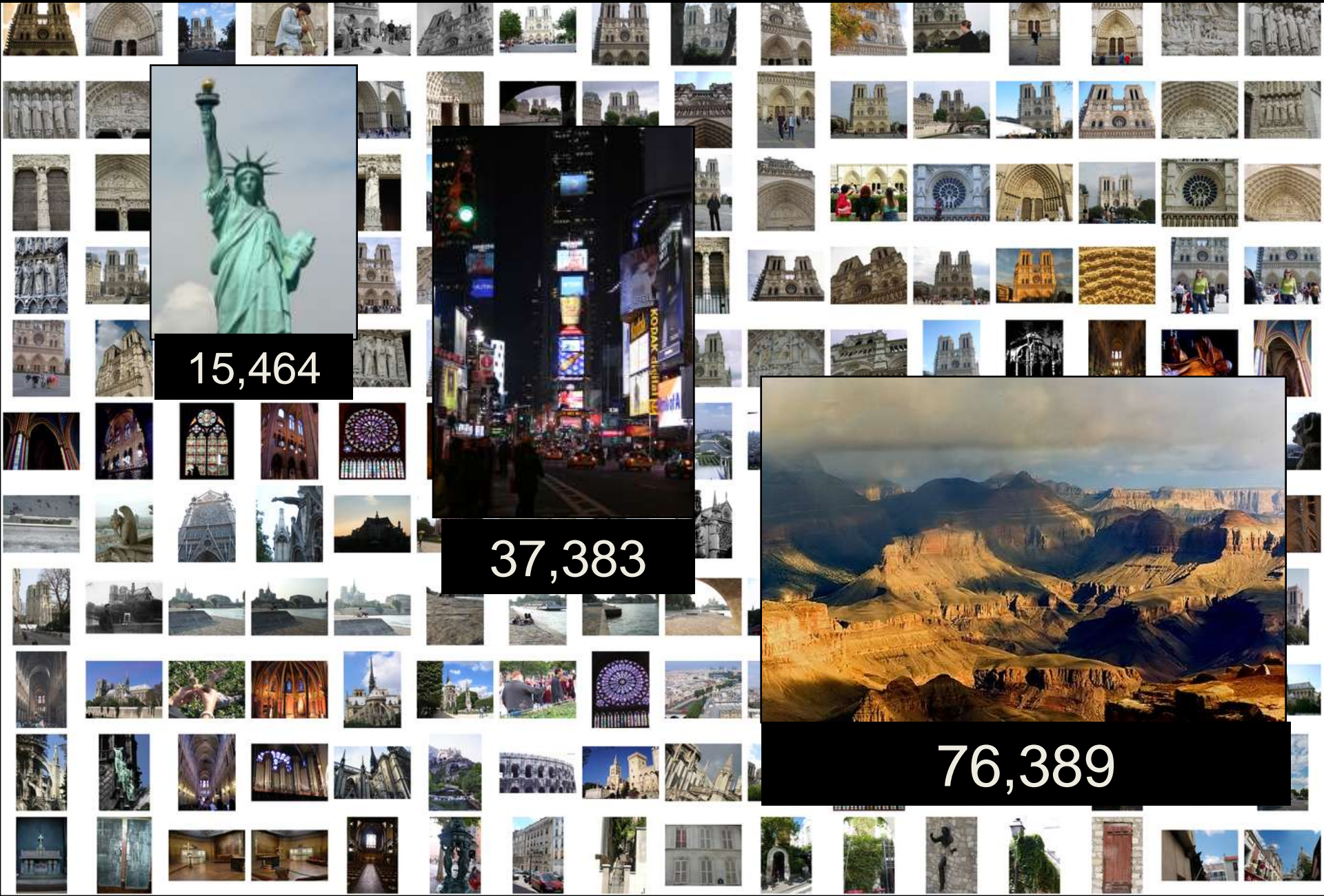
Virtual Earth 3D (350 cities on-line)



Virtual Earth: more real...



Virtual Earth : your photo experiences



15,464

37,383

76,389



THANK YOU