GeoFencing: Enabling Location-Based Reminders, Ads, Promotions, Proactive Apps, Security & More

Description: GeoFencing technology enables an action to be taken when a device enters or leaves a specific geographical area. GeoFencing is emerging as a key technology enabler for a new generation of mobile applications, services and business models. While the word GeoFencing has not yet entered common usage, it has been researched for years by all the major mobile companies, and a wide range of GeoFencing applications are reaching market.

GeoFencing is poised to revolutionize smartphone applications and services. Applications become proactive, running automatically when nearing a relevant location, and targeting their services to the user and to the location.

For smartphone calendar and to-do list users, GeoFencing will alert you as you pass a store that sells the milk you need. For retailers, GeoFencing will run your store's app automatically as the user is passing by a store branch, with an appropriate promotion or suggestion. For office workers, GeoFencing will notify you when walking by the desk of a person you need to talk to, based on your workflow system to-do list. For companies, GeoFencing will protect your vehicles and other assets. These are only a small number of the myriad of applications and services that GeoFencing enables.

But GeoFencing has a number of technical hurdles ahead. How can a device monitor when it enters a GeoFence without draining all its battery running GPS? How can a device know when its five minutes away from a target location, when the user might be speeding or might be stuck in traffic? How can a device monitor GeoFences in areas where GPS coverage is bad?

In this 145-page report, Grizzly Analytics analyzes and reports all the ongoing research on GeoFencing, including technology research overcoming the hurdles listed above, and including all the applications and services above and much more. Read about the research activity of all the major mobile companies: Google, Microsoft, Apple, Samsung, Nokia, Qualcomm, EBay, IBM & others, and also 3rd-party applications and individual researchers with related patents.

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