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Exercise
Mobile Business II
SS 2021

Professur für M-Business
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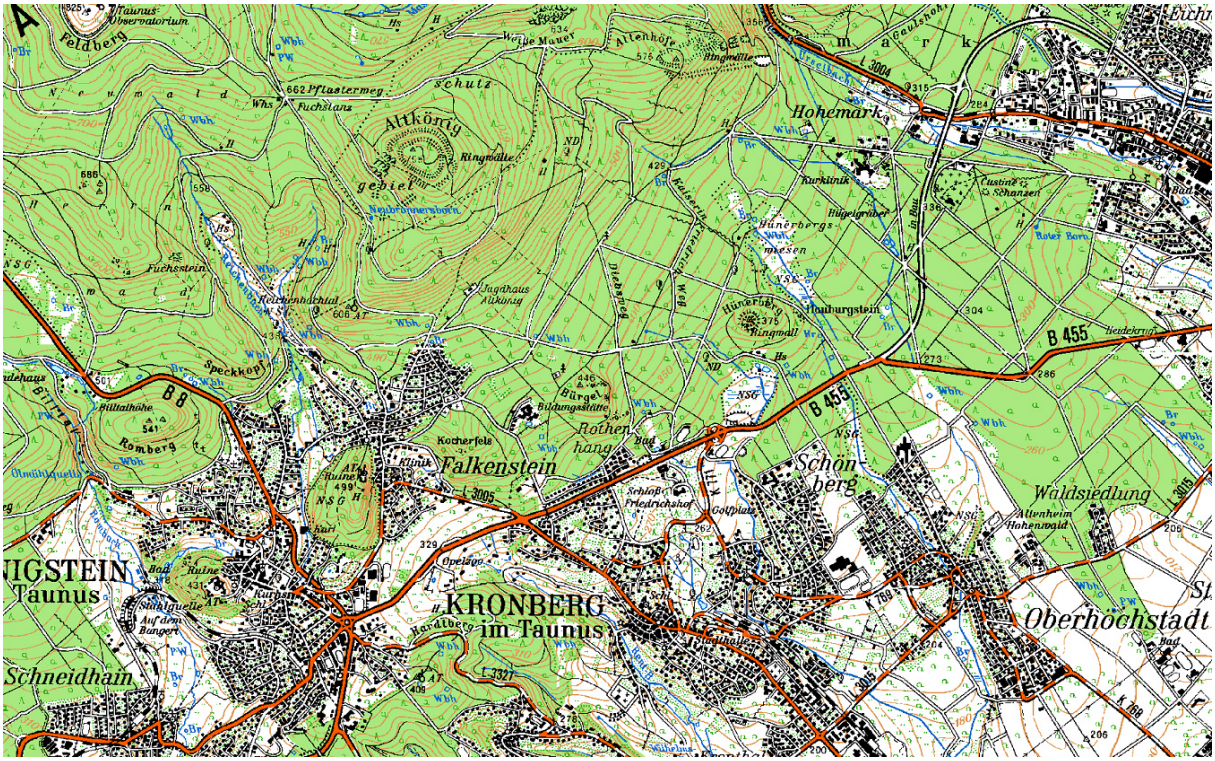
Exercise 1
LBS and Mobile Communities

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 and briefly answer the three questions for each of them.

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



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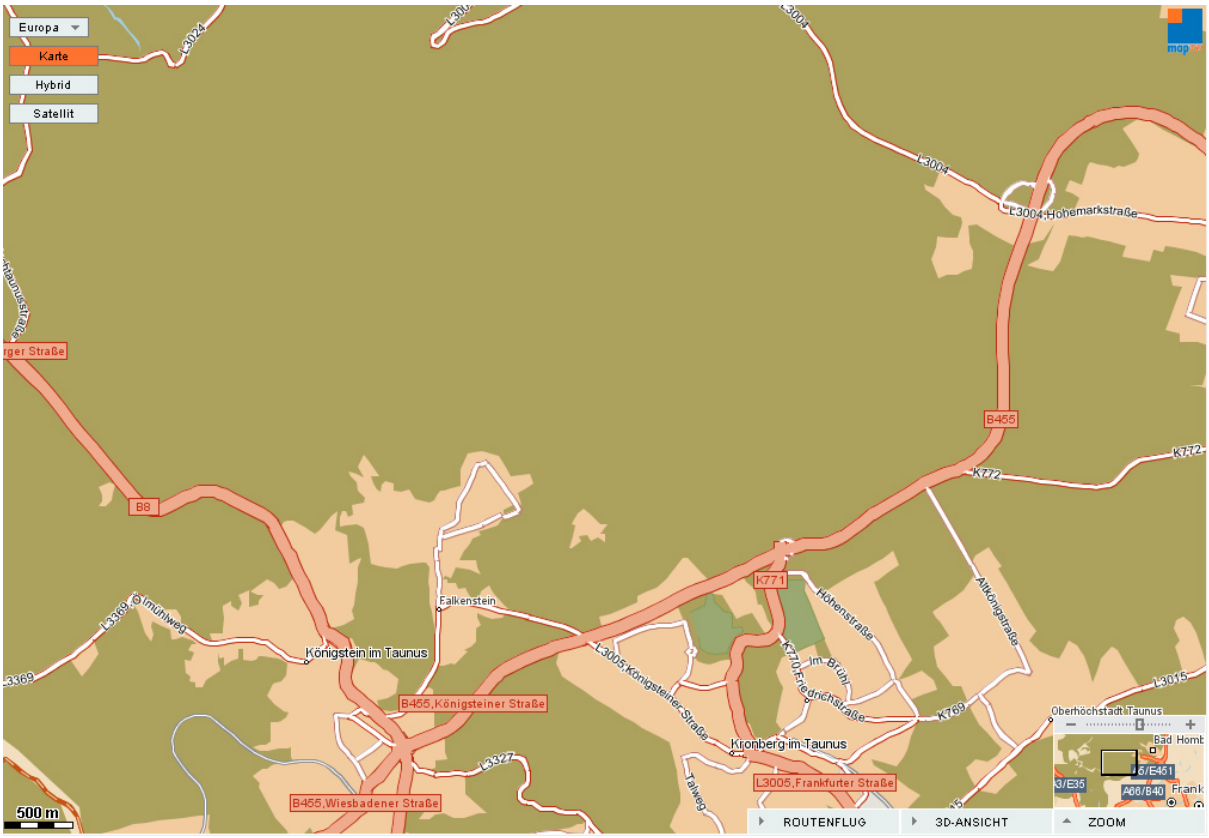
Map 2: Map24 Street Map



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Map 3: Map24 Overflight photo

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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 a 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.