

## Application Description

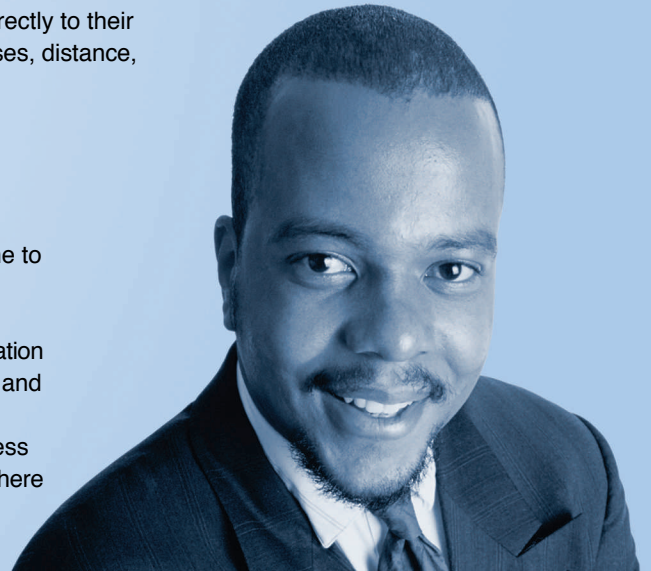
"FindIt" is a search application enabling the user to locate businesses and Points of Interest (POI) near their location (such as gas stations, hotels, parks, etc.).

Using a NavTech™ POI database, users receive search results directly to their wireless device, containing business category information, addresses, distance, telephone, contact information and driving directions.

## Case Study

Henry is on a business trip to a city he has never visited. He finds himself on the edge of downtown needing to locate a cash machine to pay for lunch and a cab ride back to his hotel.

Using FindIt, the system either automatically determines Henry's location or Henry enters the address for his location into his mobile device and requests information about the nearest ATM. FindIt provides him information on several ATM's near his location. He uses the address and directions supplied by FindIt to quickly go to the nearest ATM, where he withdraws money and continues with his day.



## Here's how it works

### Device

A user accesses the FindIt service and the system determines his position using any location method the carrier network supports (or the user either manually enters the address for his present location or uses a previously saved location).

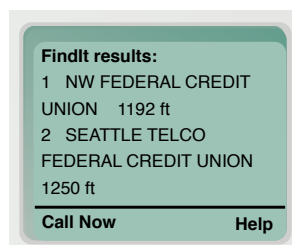
He scrolls through the POI category list to find the business or service for which he is searching.

He chooses a radius to search within (i.e. five hundred feet).

The search results are returned in order of distance, allowing the user to scroll through to find one he prefers.

The user then accesses an individual search result for detailed information such as:

- Name
- Distance
- Address
- Directions
- Contact information



Search results

### Web

A user accesses the NeuTrac application home page.

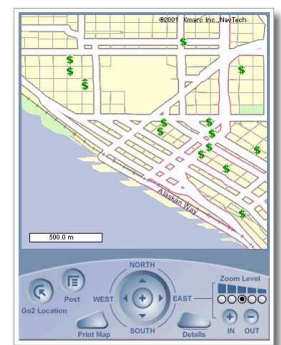
He enters the location (address, location bookmark, latitude/longitude coordinates, or cross streets) he wishes to search.

The user sets his search filter by choosing the FindIt service and entering additional search terms:

- Keywords (such as "shoes" or "coffee")
- POI category
- Media type (text, audio, image, or WML)

Results appear on the map display, centered around the search location.

These results can be shown in detail to access information such as location, distance, directions, map, and addresses or for links to e-mail contacts, HTML or WML web pages.



FindIt search results