

Application Description

"Plink" helps individuals and groups "find" each other and connect when they are nearby. This interactive application enables a user and his friends, family, or coworkers to set permissions so they all can initiate a query to find each other or receive proximity alerts when in the same area. Plink offers intelligent communication and scheduling options as well as user-controlled privacy features, making it a uniquely collaborative communication experience.

Case Study

Rebecca and her friends lead busy lives after college and are rarely sure of each other's schedules. They would like to find a way to communicate so they can arrange an impromptu get-together whenever they are near each other.

Using Plink, Rebecca and her friends receive alerts (e-mail, SMS, or WAP alerts) to their mobile devices when they are within the same area. Plink can then suggest a convenient place for them to meet where they can share a quick cup of coffee and catch-up on any new gossip before getting back to their individual routines.



Here's how it works

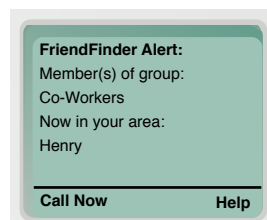
➤ Device

Alerts: When a friend moves into the user's alert radius, the user receives an alert notifying them of the other person's presence.

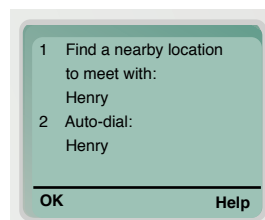
Meet you halfway: The user may request the system to provide a nearby location (such as a coffee shop) for the two friends to meet. Plink searches meeting places near the mid-point to each person's location, offering a choice of several venues. Once the user selects a meeting place, Plink sends out a message to each party suggesting the location for a meeting and prompting each user to confirm.

Messaging: Plink offers options to message back and forth (SMS, WAP/WML, and VoiceXML) or simply connect to the other person through an in-context phone call.

Privacy: If the user deactivates the "Locate Me" option for a friend, then that friend will not receive notifications. This option (to be visible or to hide their presence) leaves privacy control firmly in the hands of each subscriber.



Alert notification



Set a meeting or make a call

➤ Web

Plink enables subscribers to set an alert radius and activate or deactivate functions (such as "Locate Me", "Alert Status", and "Alert Scheduling") for individual friends or groupings of friends.

Locate Me: Enables friends to receive an alert when you are near them. Deactivate this function, and when you are near your friends they will not receive an alert.

Alert Status: Enables you to change your notification status on or off for each grouping of friends. If a group status is "on" then you will receive a notification for any friend you have in that group who is near your location if they have enabled their "Locate Me" status. (This allows each user to maintain privacy control).

Alert Scheduling: Enables you to manage the days and times you receive alerts for each group.

➤ plink (plink)

plinked, plink-ing, plink'er

1. A personal link (previously agreed to by all parties).
2. A wireless communication or connection between friends.
3. To reveal your presence to another.
4. To cause an alert; a vibration or ringing.

You're going to be at the mall later, right?

Yeah, we'll plink-up.

Cool. Plink me.