

# BuddyWise

## Friend Finder with Mobile Social Networking

**BuddyWise** - a Friend Finder and Mobile Social Networking solution which allows mobile network operators to capitalise on the growth in Social Networking and to deliver compelling value added services to their customers.

It enables operators to get to market quickly with a field proven, ready-to-run service making it easy to deploy and start generating additional revenues.



### Key benefits to mobile network operators:

- » Exploit high revenue and profit margin opportunity
- » Utilise white label solution for total customisation and branding
- » Embrace opportunity for mass market deployment
- » A robust, reliable, flexible, scalable application
- » Avoidance of specialist equipment
- » Increase/retain loyalty and market share
- » Drive network usage with a unique, compelling service
- » Rapid market entry with a field proven application
- » Fully connected to network - no reliance on software installation on the handset device.

### Key benefits to subscribers:

- » Locate friends instantly
- » Send messages to one or many buddies
- » Set alerts for when a friend is in a particular area
- » POI location message - "I'm at this cafe. Join Me"
- » Manage groups and communities
- » Locate Me - send your location to a buddy
- » Ability to change status - visible/invisible
- » Know who is in your area
- » Access via handset device and/or web interface.



## How it works

BuddyWise works by users making location requests via SMS, WAP or web. A permission request is then sent to the recipient for them to approve the location request (works slightly differently for communities).

Once permission has been granted the person's location is displayed on a map if the service is sent via MMS, WAP or accessed via the internet. Alternatively, the location details can be sent via SMS in text format – for example, “John was in the vicinity of Kingsgate Road and A307, Surrey, 09:15, dd/mm/yy”.

BuddyWise locates the mobile phone of the subscriber using the mobile operators infrastructure (Cell-ID or Enhanced Cell-ID) and it is also possible to configure the platform to track the location of GPS-enabled phones or other specialised GPS devices.

## Key features:

- » Full connection to network so can extract location information - no reliance on software installed on the handset
- » Find a buddy/buddies
- » WAP push
- » Send SMS message – to one/many
- » POI – based location Push, e.g. “I’m at this restaurant. Join me”
- » Web customer registration
- » Locate Me – broadcast send to buddy/buddies
- » Change status: visible/invisible
- » Proximity alerts - automatic notification if a friend is nearby
- » Tag and manage specific locations (like bookmarks)
- » Send a MMS with a map and a customised note
- » User generated content: geo-tagged pictures, reviews and blogs
- » Request periodic location updates
- » Integration into operators network, e.g. billing infrastructure, CRM and provisioning systems etc.

## Creating groups and communities

BuddyWise also allows the user to divide their contacts into groups and communities. Groups are the users friends that they have gained permission from.

Communities work in a slightly different way and are made up of the users friends, and then recommendations of other users from their friends.

BuddyWise even makes it possible to send geo-tagged photos that can be viewed by MMS, WAP push or online.

## User interface and privacy

The BuddyWise platform is completely flexible allowing users to access it online, via SMS, MMS and WAP, or a combination of these methods.

## Permissions and privacy

BuddyWise is built upon strict permission and privacy policies. To activate the service, permission needs to be granted.

Creativity Software was part of the steering group which defined the Code of Practice for Location Based Services in the UK. To this end, BuddyWise has been designed to exceed the most stringent levels of personal security and data privacy protection.

## Deployment

Operators can choose to deploy the application as a purely SMS-based service (no web element), making it ideal for mass, consumer market use or as a text-plus interface, depending on their preference.

A variety of location-positioning techniques (e.g. Cell-ID or Enhanced Cell-ID) can be used and operators can deploy BuddyWise as a white label (non-branded) application or as a managed service.

## Contact us

For more information about how BuddyWise can help increase your revenues please visit:

[www.creativitysoftware.net](http://www.creativitysoftware.net)

or contact us at:

[sales@creativitysoftware.net](mailto:sales@creativitysoftware.net)



## About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

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