



# HOT in the CITY

## **NFC Enabled Mobile Social Media Service**

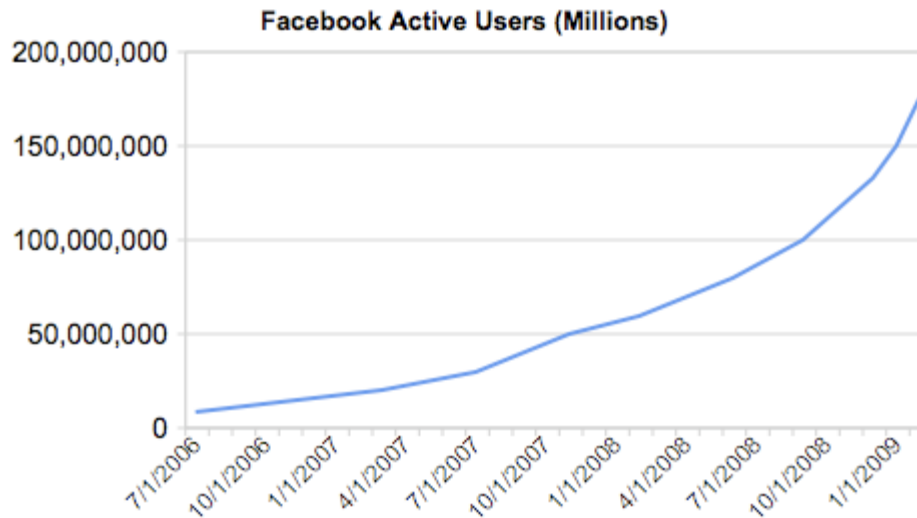
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## **Increasing Success of Social Media Use**

- Facebook reports 600 000 new users daily and currently 200 million users in the world



- New approaches to use mobile social media e.g. Facebook to bring added value are brought by all major mobile device players including Palm, Microsoft, Yahoo, Google, Apple and Nokia
- Especially U.S. based service platforms are becoming popular and are integral part of the mobile products



## **Mobile Social Media and NFC**

- **We believe that Near Field Communication - NFC enabled mobile device will make a change of paradigm for friend and location concepts and in mobile social media applications**



## HOT in the CITY

- A service created, developed, piloted by VTT
- The first mobile social media application in the world to make friend connection directly with mobile phone
- The killer feature is the touch with a mobile phone using NFC





## HOT in the CITY is a scalable concept

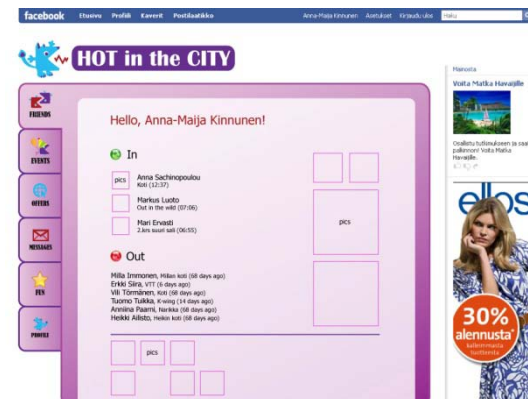
- Creating a friend connection where you meet someone is a very different situation from other ways to create a virtual friend connection
  - You actually meet someone
  - For instance, you can collect the friendship and categorize that, a friend is not just a friend, but a colleague, or someone you met somewhere
- As a consequence the friend information can be categorized according to many parameters: event, location, friend category





## Hot in the City (HIC) service

- Mobile application in the mobile phone
  - Connects friends, shows information, creates locations and connects to backend server
- Facebook application
  - Shows Hot in the City friends and those who are friends using HIC and Facebook
  - Provides different views to the information
  - HIC can be connected to any other social media application
- Hot in the City portal
- Back-end server
  - Scalable
- Available now for test use





## **Hot in the City contact**

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