

# Friendticker



First NFC-based social ticker



# Friendticker

First location based social ticker on NFC-Tagging

- Friendticker is a mobile location based platform
- Friendticker shows me the places where my friends currently are and what they are doing there
- Friendticker works with a unique NFC-Tagging infrastructure, but also with every internet enabled mobile phone ...
- Launched at Cebit 2009



# Friendticker

...is a ticker about people and locations you like.  
Find popular places and new people there.



Home



people



Ticker



place

locations

# Friendticker

How it works



I am here!

Social-Ticker

Locations

My Fans



# Friendticker

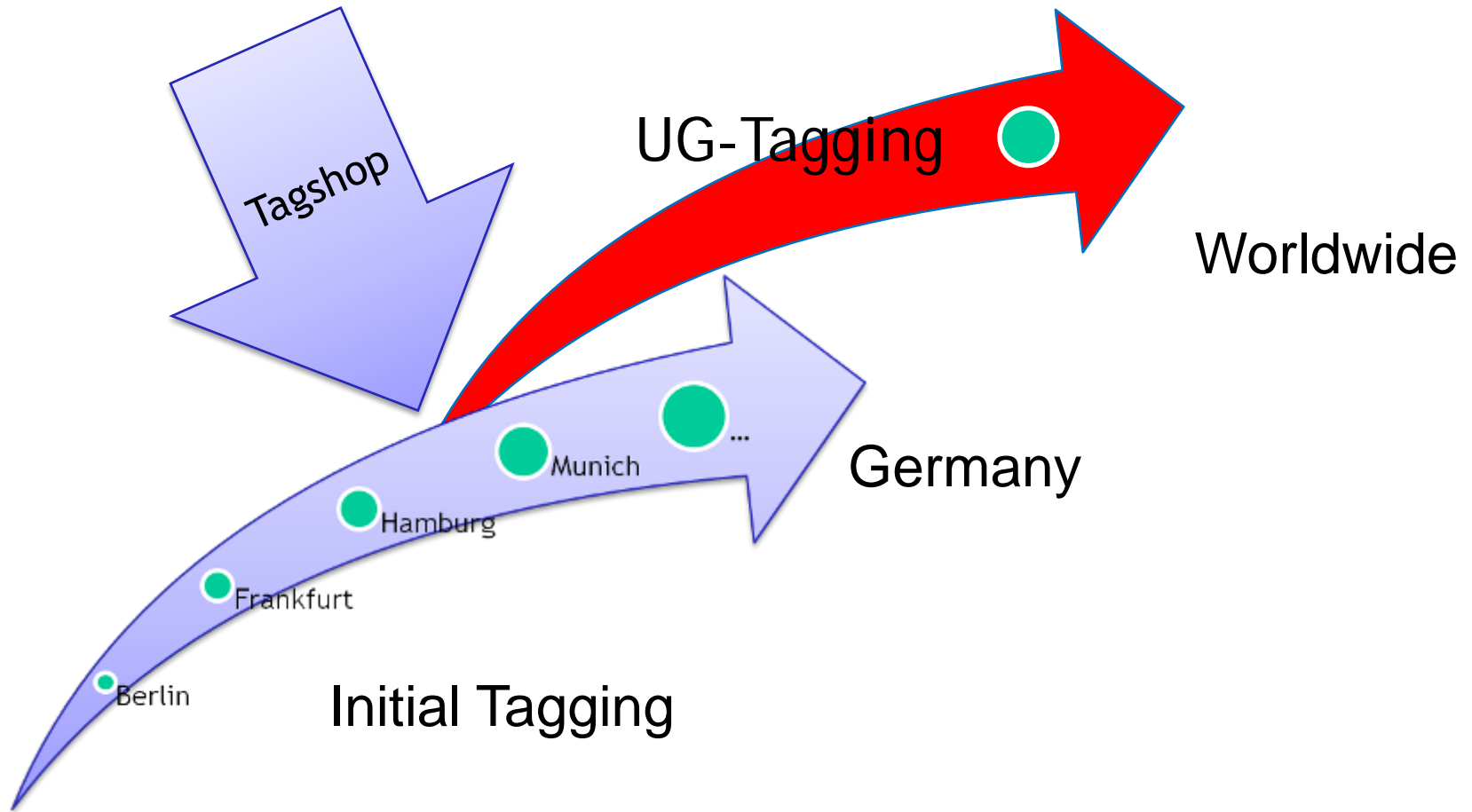
NEW: Our NFC Location Sticker

Utility and Design Patent  
servitag™



# Friendticker

## Tagging Development



# Friendticker

2008: First pilot in Berlin: >200 locations tagged



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Exemplary pictures of bars in Berlin with stickers



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We tested three possible ways of LBS Tagging

Utility Patent

- What's quick?

- What's usable

- What can people

- How to deal with location owner



Sponsored by



# Friendticker

USP: unique knowledge of LBS outdoor and indoor mobile tagging for whitelabel solutions

Utility Patent

The image displays three examples of mobile tagging solutions powered by Friendticker:

- XING:** A white tag with the XING logo and "powered by Friendticker". It features a QR code.
- facebook:** A blue tag with the Facebook logo and "powered by Friendticker". It features a QR code and a mobile phone icon.
- SMS-based service:** A white tag with the text "SCHICKE SMS '2009' an 0176-88810000". It features a mobile phone icon and a QR code.

The image shows an orange mobile tagging solution for easyJet.com. The tag displays the text "easyJet.com" and "3 Wege zu Easy Fluginfos". It features a QR code, an "SMS" button, and a mobile phone icon. A person is shown using a mobile phone to interact with the tag, and a silhouette of a person with a suitcase is visible in the background.

# Friendticker

## Revenue Sources



# Friendticker

Register now on [Friendticker.com](http://Friendticker.com)

## Friendticker

I am here! BETA



Share your daily life experiences with your friends, colleagues and network for any location you could ever think of.

Friendticker.com - I am here!

Friendticker German Version | Simulator

### What is it?

Friendticker.com is a NFC location-based mobile social ticker. We started in Berlin, Germany in March 2009. Currently our service is only available in Germany. If you are interested in using the service, we have added English language for the system. Use your mobile phone to access our service under [friendticker.com](http://friendticker.com) or by the simulator above.

### How does it work?

Friendticker.com uses NFC stickers that users easily share their actual location and current activities in a social network. We have applied 250 NFC stickers so far and present to you the first NFC-based social network in Germany.



### Ticker



Sei immer auf dem Laufenden, was in Deiner Stadt passiert, wo Deine Fans sind und wer Dir Nachrichten schreibt!

### Fans



Finde Deine Fans und werde selber Fan! Du weißt immer Bescheid, wo sich Deine Freunde aufhalten und wo Du sie treffen kannst.

### Locations



Du kannst nach Locations in Deiner Umgebung suchen oder einfach die meistbesuchten Orte finden. Dir sind keine Grenzen gesetzt!

# Friendticker

Thank You



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