The Innovative APIs Fueling Location on the Web

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APIs Provide

A Place to Plug in
RR DONNELLEY
founded 1864

Cartographic Services
division founded 1967

Geosystems
spun off 1994
Locations Near You:

Portland OR

List of Locations

Use Subject to License/Copyright

Closest Locations:

1. A Pea In The Pod at Pioneer Place
   700 Sw 5th Avenue
   0.36 miles
Geocoding APIs

Text to Coordinates
Geocoding APIs

Text to Coordinates
Reverse Geocoding APIs
Coordinates to Text
Reverse Geocoding APIs

Coordinates to Data

GeoAPI

Twitter

Yahoo!

GeoNames
What's happening?

in Beaumont – Wilshire, Portland

@gwalter I'm at Michael's. http://4sq.com/cvOzHQ
3 minutes ago via foursquare from Downtown, Longview

@fredericl RT @rww: STUDENTS: ReadWriteWeb's Mobile Summit discount? email students@readwriteweb.com
4 minutes ago via Echofon

@cageyjames damn, someone all auff url. So much for making million
4 minutes ago via TweetDeck
Geolenz "smart" geocoding:
TORREY PINES MUNICIPAL GOLF COURSE (North)
La Jolla, California, USA
9th Hole (Par 5, 480 Yards)
264 yards from center green, right side of fairway

Fairway Grass: Kikuya
Green Grass: Bent Grass
Onsite Pro: Joe DeBock
Local Search APIs

Search Businesses
Local Search APIs

Online Yellow Pages

Google

Yahoo!

GeoAPI
Local Search APIs

Reviews and Guides

programmableweb.com/apitag/local

yelp

nextstop
Unrut Yourself
Places you've never tried

Kenny & Zuke's Delicatessen
1038 SW Stark St
(503) 222-3354
Excellent Jewish deli. Go here for brunch if you're staying at the Ace Hotel - it's right next door!
by jojo on nextstop

Stumptown Coffee
The Ace Hotel
undefined
If you have never been to Stumptown you are in for a treat. Great coffee, great style and all around good experience. I don't know what else to tell you but...
by Matthew W. on yelp
Location Sharing APIs

Locate Your Users

foursquare

brightkite

Gowalla
Dennis Crowley

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**Bourbon Street**
407 Amsterdam Ave (at 79th)

**Check in**  Info  Tips

OK! We've got you @ Bourbon Street (w/ 2 others).

**You've unlocked "Douchebag!!"** Double pop that collar, son!

**Your check-in score:**
- NEW  First time @ Bourbon Street! (+5)
- Travel bonus: 2 stops! (+2)
- Total: 7 pts (18 tonight)
- Ranked: #12 amongst friends
  "CO in NYC (this week)"

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Dennis Crowley
MAYOR OF BAOHAUS
Gets a FREE Order of Baofries!

OK! We've got you @ JFK International Airport. (ps: we also pinged twitter!)

Congrats! You just stole the title of Mayor of JFK International Airport from Jason S.!
Love a Local Business
*Where praise pays your favorite local businesses*

1. Search for a Business

2. Select the Business

   **Your Foursquare History**
   - La Bonita Taqueria
     2839 NE Alberta St
     Portland, OR
   - Petite Provence of Alberta
     1824 NE Alberta St
     Portland, OR
Helicatessen
1038 SW Stark St
(503) 222-3354

Excellent Jewish deli. Go here for brunch if you're staying at The Ace Hotel - it's right next door!
By jojo on nextstop

Stumptown

If you have never been to Stumptown you are in for a treat. Great coffee, great style and all around good experience. I don't know how to tell you but...
By new W. on yelp
Check.in
Uses Multiple Location APIs
Location Matching

Open Place Database?
navigator.geolocation.getCurrentPosition(foundLocation, noLocation);

function foundLocation(position) {
    var lat = position.coords.latitude;
    var long = position.coords.longitude;
    alert('Found location: ' + lat + ', ' + long);
}
"This is a big f---ing deal."
navigator.geolocation.getCurrentPosition(foundLocation, noLocation);

function foundLocation(position) {
    var lat = position.coords.latitude;
    var long = position.coords.longitude;
    alert('Found location: ' + lat + ', ' + long);
}
Geodata Storage APIs

Geotag Your Data
Coordinates
Neighborhood
Place
Annotations
iPhone v4 App by @ecito
Privacy is for Wimps
The Great Fish & Chips Map

Description
A map to share places where you can get great fish and chips.
Keep it positive, folks. Just the great places.

Anstruther Fish Bar
43-44 Shore St Anstruther, Fife, KY10 3AQ, United

Luton Town Fish & Chips
48 Calverton Rd Luton, Bedfordshire, LU3 2SZ,

Ali's Fish & Chips
Small hole in the wall w/ great fish & chips (real cod, ba

Penrose Fish n' Chips
600 Mount Pleasant Road Toronto, ON M4S 2M8,

Bankers Fish Restaurant
116A Western Rd Brighton, East Sussex, BN1 2AB,

Claddagh Bar & Restaurant
Claddagh Bar & Restaurant 130 E Parris Ave High

St Stephens Tavern
10 Bridge St. London
APIs on the Move

Ones to Watch
The Data Market Place
An online market for creating great looking, data-relevant mapping applications

Buy a data set for your web or mobile application and have it up and running in 15 minutes.

Sell a dataset in our market place and earn additional revenue

1. Choose Style
   Our Style Editor lets you make the content and style of a map fit your application

2. Add Specialized POIs
   Select from millions of POIs for specialist applications: from fishing sites, to hotels, cinemas, water parks and car service stations

3. Try before you buy
   With a 30-day free trial see how the POIs look on your web site or in your mobile application

4. Get Paid!
   Monetize your maps with sponsored Points of Interest and Location Based advertisements

Get Started
Context

Local Data

Geo Platform
Thank you!

The Innovative APIs Fueling

Location on the Web

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