

GyPSii

Overview for W3C Social Web Incubator Group

Sam Critchley, co-founder

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Key Capabilities

Location-based social networking experience on multiple platforms

Geotagged life-recorder

- **User Generated Content** – Create and share geotagged Places, Photos, Videos, and Notes. Explore and comment on content from friends and other GyPSii members. Publish to other social networks (Facebook and Twitter currently).
- **Friends** – Create and manage relationships with other GyPSii members, or invite new friends to join. Find out where friends are and what they are doing.
- **Explore** – Discover what's around you and find what you need, where you need it—nearby friends, user-generated content, and other points-of-interest, such as restaurants, gas stations, and museums.
- **Maps** – interact with your UGC, Friends and Location through maps
- **Communication** – Keep in touch via messages, email, newsfeeds and more.
- **Profile** – Tell the community about yourself—What are your interests? Where did you go to school? Most importantly, what are you doing and where?
- **Advertising** – Integrated location-based, contextual advertising service.

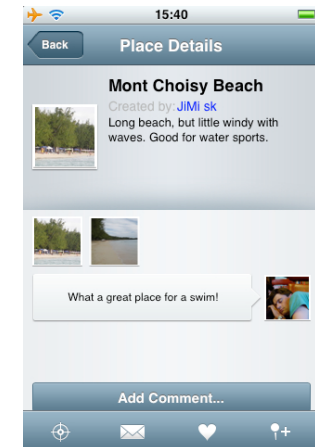
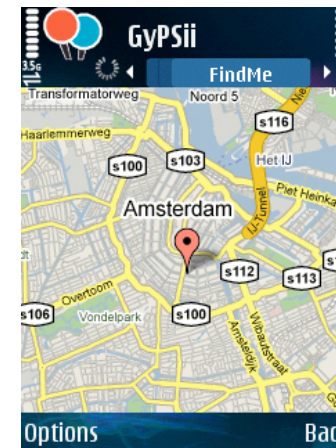
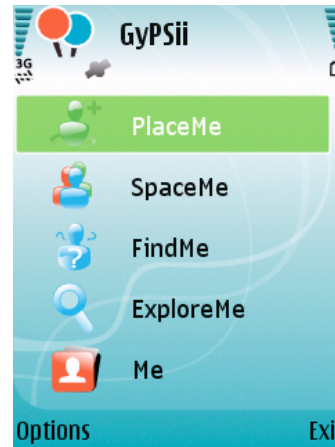
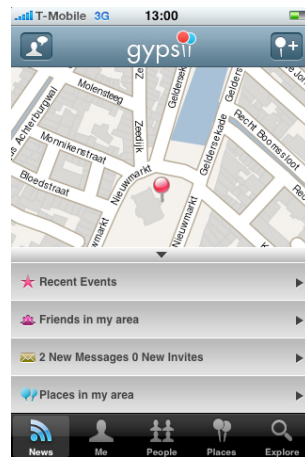
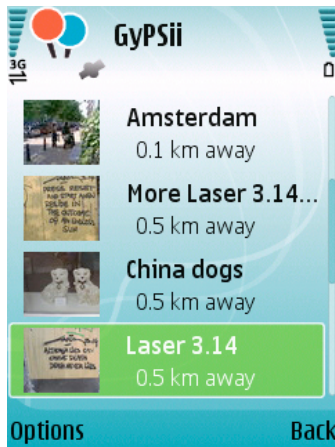
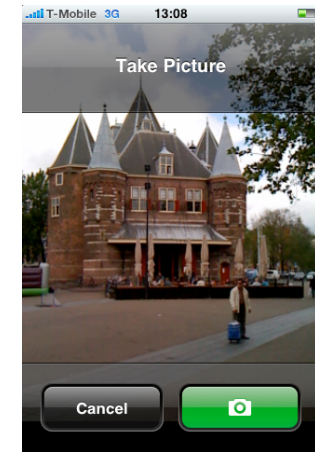
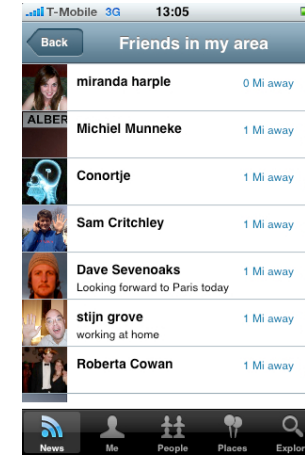
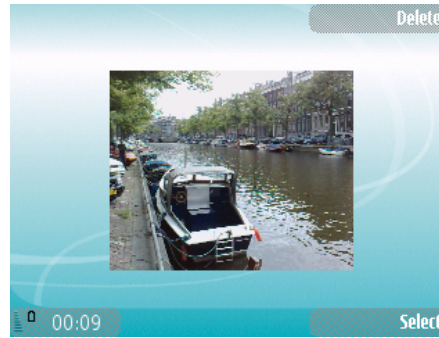
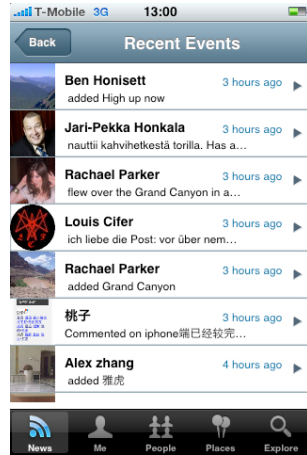
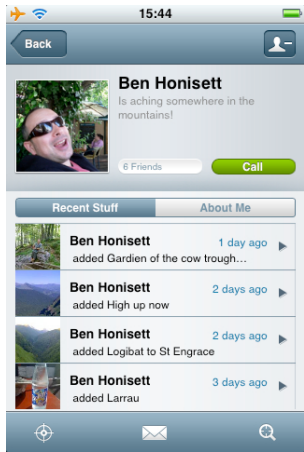
Mobile Apps – store, download & pre-installed. S60, BB, iPhone, J2ME

Web – mobile and full-screen

API – XML-RPC (partners)

18 languages, members all over the world

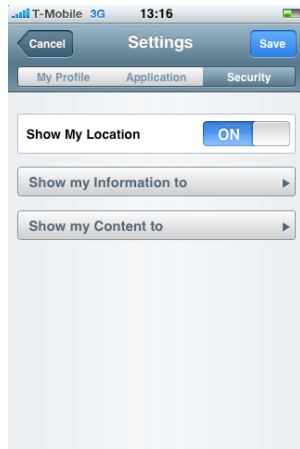
Screenshots



Screenshots (2)

The screenshot displays the GYPSII web application interface. At the top, the navigation bar includes the GYPSII logo, menu items (Home, People, Places, Add), and a search bar with a notification for '2 Friend Invites'. A left sidebar contains sections for 'Quick Links', 'My Profile', 'Inbox', 'People', 'Places', and 'More Stuff'. The main content area features a user post by Sam Critchley about a new office address, a map titled 'What are you doing and WHERE?' with a location pin in Amsterdam, and a news item from 'fanny' about 'Impy Cowell's Place' with a photo of colorful objects and a map of Guangzhou. The right sidebar contains 'Notifications' (Greetings and Friend Suggestions) and 'People You May Know'.

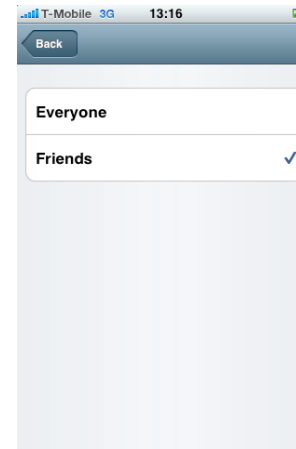
Security and Privacy



1. Show Location On/Off

Turn the ability to show your current location to other members or friends on or off

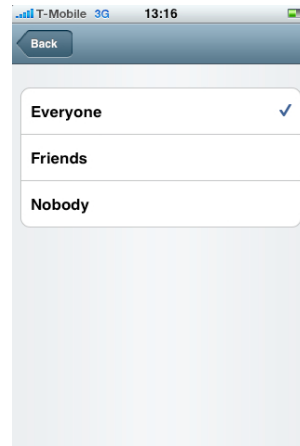
Configurable
Default = Off



2. Profile Information

This allows you to choose who gets to see your profile information – either everyone, or just your GyPSii friends.

Configurable
Default = Everyone



3. Content Visibility

Configure who can see places you create.

Configurable
Default = Everyone

W3C standardisation areas of benefit

- **ID and authentication**

- Looking at OpenID and others

- **Media and content exchange**

- Be able to define/import/export media collections in a standard way

- **Context information**

- Mainly location at this stage

- **Metrics**

- Unlikely to want to export these but could help for e.g. investors