

ELBA – Project Summary

Contact information

The ELBA (European Location Based Advertising) project aims at developing and validating an innovative approach (including content aggregation and technology integration) for location based advertising.

The project will demonstrate wireless advertising in three international use case scenarios. ELBA addresses the take-up gap. The consortium intends to jointly develop and test an innovative 2.5-3G service on the area of location based advertising, which is a subset of location based services (LBS), and to validate key issues between different players, technologies and content providers.

LBS are services that exploit knowledge about where a mobile device user is located. For example, the user of a mobile smart phone could be shown ads specific to the region he is travelling in. Location-based services exploit several technologies for knowing where a network user is geographically located. Allied Business Intelligence estimates that the LBS industry will account for more than 40 billion € in revenue by 2006 in Europe. Most telecommunications carriers plan to pursue either network- or handset-based location fixing technologies in their networks. The technology to pinpoint a mobile phone's location is available today and is of significant commercial value to businesses that want to target their customers via mobile phones. The advertising will be directed towards phone and PDA users or passengers in public transport. "Wireless advertising makes the most sense when delivered contextually through media on a geo-targeted basis, and not to IP addresses based on profiles." Opt-in possibilities could allow device users who are strolling in a shopping mall or urban area, for example, to signal their readiness for local offers.

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High Resolution Screen in public transport

Location Based Advertising on integrated displays in public transport systems has great potential. The passengers are normally bored when they ride on a metro, bus or tram, so they are open to general interest information and location based advertising (push approach). Therefore they will receive messages during their ride, e.g. on events, opening hours of museums, timetables, delays, but also advertising.

For example, when the public transport system passes an electronics store, special offers and savings of the store are displayed. At the next exit you have the chance to get out of the public transport system and go to the interesting store.

The trial takes place in a light train of Karlsruhe, south-west Germany. On two screens passenger information (next station, etc.) and advertisements and sponsored services are displayed. The shown advertisements can be pictures, text, sounds and even video clips.



Location based Advertising on mobile devices

En route in the city, the user seeks the closest drugstore or maybe a good Italian restaurant. The user gives the service provider the indication that he looks for a special good and receives the desired information on his PDA.



The trial of this use case will take place in Grenoble, France. It is about a general information system for the town and not only suited to tourists. It combines the classified directory with an event-calendar, so that everyone has access to a huge variety of information and services, e.g. sightseeing highlights, next pharmacies, hotels, information about an object, routing, mapping etc., with multiple devices such as PDAs or smart phones. Also possible is a push-scenario. That means, if a person enters a zone, he gets information and ads, e.g. enters a city and gets information about events, hotels, restaurants, or gets coupons by SMS or MMS for a store when entering downtown.



Context Sensitive Advertising in warehouses

Context Sensitive Advertising will be tested in warehouses, malls or supermarkets. According to their current position, visitors of a mall receive special offers on goods which are related to the goods in the area they are at that moment.



The trial of this use case takes place in Dublin, Ireland. Customers have a personal identification system on their device, allowing retailers administrative access to their shopping preferences. While passing a storefront, shoppers will be impressed by an interactive displaying motion video and static content advertisements custom-tailored to their interests.

Advertisement is initiated either by newsletters which are sent to registered users registered that have been recruited by a special program, by push advertisement when the user comes near the warehouse (context sensitive via the profile and location based to the warehouse), or by pull advertisement on the virtual warehouse: Browsing through the warehouse the user gets the best fitting clothes to every article in the virtual warehouse.

