

# **AKA'AKI.PRESS RELEASE**

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## **Social Networks Unite to Enable Mobile Location Sharing**

Dublin. Leading mobile social software developers today publicly announced an agreement to enable their 30 million users to share location information and interact between networks. Until now users have not been able to share their location across different social networks.

The alliance, named OSLO (Open Sharing of Location-based Objects) includes many of the pioneers of mobile social networking and location-based social software. The alliance's founding members include aka-aki, Belysio, Buddycloud, Lacle, Mobiluck, Moximity, Nulaz, Palringo, Rumble, Service2Media, Skout, Tooio and WAYN, with more in discussion to join.

OSLO was formed in late 2008, to ensure the incompatibility problems that have plagued instant messenger platforms (e.g. MSN users not being able to message AOL users) aren't repeated with location based social software.

Ronan Higgins, CEO of Lacle, Dublin, Ireland said "OSLO is an attempt to lead interoperability before a raft of competing standards appear. It should not be seen as competition to Google's Latitude as we've spoken to Google, Yahoo! and Vodafone and they want to get on board."

Olivier Chouraki, CEO of Mobiluck, Paris said "Sharing location across multiple location-enabled services is enormously beneficial for users who will no longer need to update their location in several services at once. And mobile advertisers will benefit from our combined volumes and our ability to better target their campaigns based on location, improving click through rate, ROI and user satisfaction."

Gabriel Yoran, CEO of aka-aki, Berlin said "What makes a great mobile social network? We at aka-aki think it's the people using it. And this is what the OSLO alliance is all about. Connecting to people on other networks gives mobile social networking users a more exciting experience. And the OSLO standard for sharing location data across networks is an important cornerstone of doing that."

Simon Tennant, CEO of BuddyCloud, Munich said "Imagine a world where telephone networks didn't interconnect with each other. That's the current situation with mobile location applications. The OSLO group is exciting because it lets users share their location with friends on competing networks. That's better for the user because they are more connected to the people that matter to them and for application

builders who can now create great products on top of shared location information."

Michiel Munneke, CEO of Nulaz, Amsterdam says "It's about time that we are setting up this alliance. Networks are opening up and companies like us should be in the forefront of these developments. We are pleased with these developments and we're welcoming any other new members"

Andrew Scott, CEO of Rumble, London said "Rumble has recognized from the start that location would become commoditised and that "who's nearby" or location sharing should too. It is a feature, not a product. The OSLO alliance gives members access to location information of over 30 million users through a standardized protocol, allowing member companies to focus on differentiation and adding value to users."

The founding members anticipate that other larger web companies will follow Google's initiative and will launch similar friend finder products, using different standards. Simon Tennant, Buddycloud said "Our aim is to prevent yet another fragmentation of technologies building on existing standards and delivering a tangible, usable model today, for OSLO members to implement."

OSLO is working to finalise the technical details of how users can share their location information between friends on member networks. However, Andrew emphasises that "...end user privacy and security is not only a priority, but a pre-requisite. OSLO is focused on improving the social networking experience for all via an open standard not controlled by one company; but both Google Latitude and Yahoo's FireEagle do provide a good example of permission based sharing allowing levels of location accuracy - e.g country, city or exact location. These tiers are something OSLO looks to standardise."

OSLO currently mandates that member companies should be able to query the location of users, as long as that user has opted-in to share their location with other OSLO services. At a technical level, the core objectives of OSLO are to enable the ability to:

- Query an OSLO partner's location server for the positions of friends within x miles (kilometres) of a specified lat,lon
- Query an OSLO partner's location server for public-shared profile information (photo, age, gender, hometown, etc.) of a specific user
- Pass a message into an OSLO partner's server to a specific user and enable return messages

OSLO alliance member companies adhere to a strict set of rules to ensure end-user privacy and security is not compromised.

The founding companies hope that OSLO will become the industry standard for sharing people's locations and invite representatives of other online networks to join the alliance at <http://groups.google.com/group/localies>.

Andrew concluded "There is a lot of activity in this space and "location" was a hot topic at this years Mobile World Congress. The

mobile industry can learn a lot from the more open approach often taken by traditional internet services and initiatives like the GSMA "One-API" thankfully show signs of a positive change. We all hope OSLO can help accelerate take-up of social software on mobile and provide real benefits to the consumer; who are so often long suffering of the fragmentation of technical standards our companies battle on a daily basis."

#### **About aka-aki**

aka-aki is a playful approach to discover the people nearby. When two members meet, their phones show their mutual friends and interests. aka-aki runs on nearly every phone. It uses patent-pending technology to let members discover the people around them while maintaining the user's privacy.

[www.aka-aki.com](http://www.aka-aki.com)

#### **About Belysio**

Belysio is a Poland based startup that has created an avant-garde social mapping service that changes the way people use mobile phones to stay in touch with their friends. Belysio de-virtualizes social networking between friends and allows live encounters of people in the real world.

[www.belysio.com](http://www.belysio.com)

#### **About Buddycloud**

Buddycloud Place Server lets developers enhance their mobile applications through contextual locations that mean something to their target users. All based on a standardized, open API, and so much more than just positions. Building on this server, Buddycloud Channels is the personal mobile broadcasting solution that lets the smart mobile generation take the best of the moderated talk show, reality show, and blog on the road, and build their personal brand around the subject of their greatest expertise anytime, anywhere.

[www.buddycloud.com](http://www.buddycloud.com)

#### **About Locle**

Locle is a mobile friend finder application that notifies user when friends come near. Locle works with social networks and the mobile phone address book to bring Serendipity™ into your day. Locle Mini, the downloadable mobile application, is supported by most phones in the market.

[www.locle.com](http://www.locle.com)

#### **About Mobiluck**

Mobiluck is a mobile social network with location based features that is available on all phones, on all operators, in all countries around the world. In the first half of 2009, MobiLuck will reach 1 million members in over 200 countries and break even. MobiLuck allows you to find nearby friends, people and places, sorted by distance, chat with other members and receive sms alerts when friends are nearby.

[www.mobiluck.com](http://www.mobiluck.com)

#### **About Moximity**

Always be in the right place at the right time with location-based offers that intersect your social network online or through your

mobile device. Always be in the right place at the right time with location-based offers that intersect your social network, online or through your mobile device.

[www.moximity.com](http://www.moximity.com)

#### **About Nulaz**

Nulaz is a location based social network that tells you what's happening around you. Nulaz combines social information with events and places that are nearby and buzzing. The nearest concert or the latest movie: Nulaz tells you what's happening!

[www.nulaz.com](http://www.nulaz.com)

#### **About Palringo**

Palringo is designed specifically to make instant messaging work on mobiles. It combines walkie-talkie style voice (vocal instant messaging) with the 'chat' functionality of instant messaging and offers the ability to share pictures too. Both one-to-one and group discussions are enabled, on any mobile network or connected PC. Palringo connects with other popular instant messaging services.

[www.palringo.com](http://www.palringo.com)

#### **About Rumble**

Rumble makes it easy to find stuff nearby you like. It's a location based social discovery tool, enabling users to find recommended content for a location more easily, without a traditional keyword search. Instead, Rumble's patent pending algorithm provides personalized results based upon a trust profile it builds for you.

[www.rumble.com](http://www.rumble.com)

#### **About Service2Media**

Service2Media powers location for Web-only social communities such as Hyves.

#### **About Skout**

Find tens of thousands of people looking to meet up and connect with you. Many only blocks away. Engage others in conversations at your computer or on-demand with your mobile. Get started chatting seconds after joining.

[www.skout.com](http://www.skout.com)

#### **About Tooio (Spanish)**

¿Qué es Tooio?

Comparte fotos: Sube fotos para que tus amigos las vean. Localiza a tus amigos: Descubre por dónde están tus amigos y únete al plan. Guarda tus sitios preferidos: Comparte los sitios que te han gustado con tus contactos. Descubre eventos: Descubre los eventos organizados por tus amigos usando el mapa. Envía mensajes: Comunícate con tus amigos estén donde estén.

[www.tooio.com](http://www.tooio.com)

#### **About WAYN**

Meet people who will be in the same place as you! Keep a log of your past, present and future travels. See where your friends are and what they are up to.

[www.wayn.com](http://www.wayn.com)

**For Further Information about OSLO, please contact:**

Ronan Higgins, CEO, Locle  
Email: ronan at locle.com  
Tel: +353864043574 GMT hours

Andrew Scott, Founder/CEO, Rumble Ltd  
Email: andrew.scott at rumble.com  
Twitter: andrewjscott  
Mob: +447831543992 GMT hours