Fachbereich Wirtschaftswissenschaften
Institut für Wirtschaftsinformatik
Lehrstuhl für M-Business & Multilateral Security

Mobile Business II
SoSe 2017
Exercise Sheet 1

LBS & Mobile Communities

Fachbereich
Wirtschaftswissenschaften

Institut für Wirtschaftsinformatik
Lehrstuhl für M-Business & Multilateral Security
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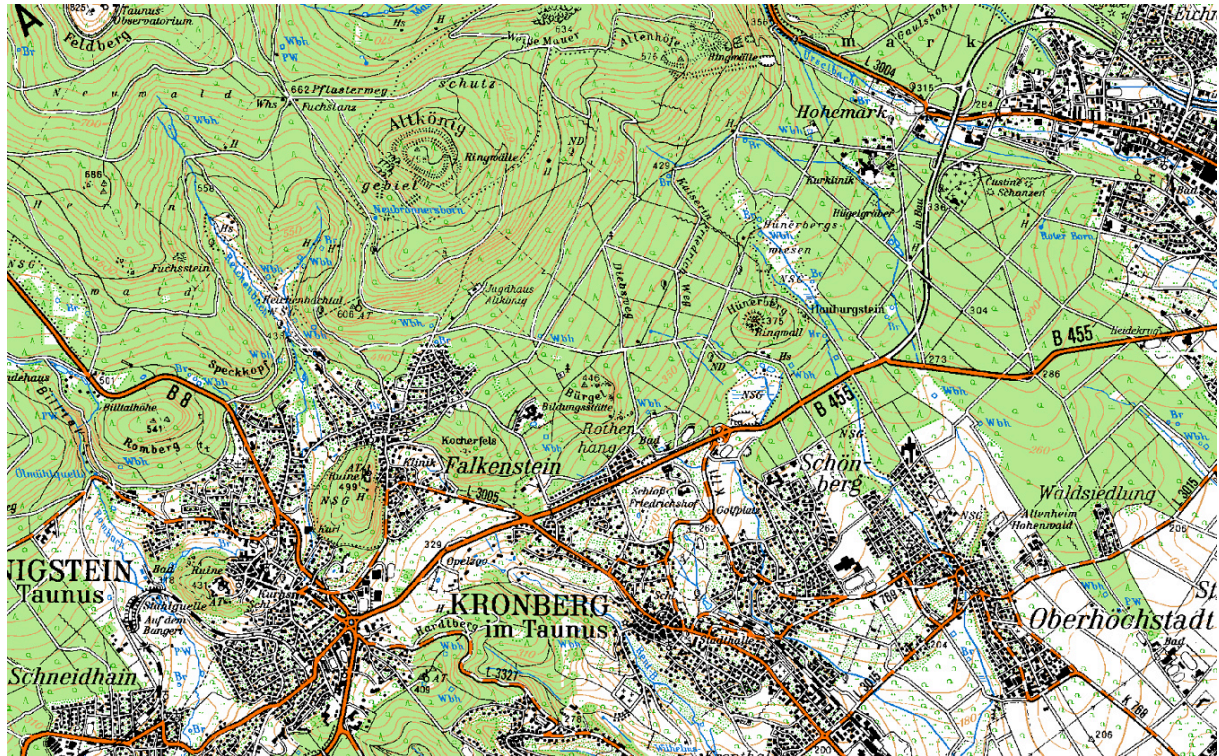**Ahmed Seid Yesuf, MSc.**
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Remark: This Exercise will deal with digital maps, routing, navigation and cartography as a base technology for LBS. Concepts based on the discussed technology will be discussed during the class. You will not be graded for the answers of this homework sheet. However, it is important to do this homework to enable you to follow the classes' content – and to participate in discussing it.

Exercise 1: Look at the following maps. Think about the questions and find your own answers when you apply the questions to each of them! Reason about your answer for approx. 3-5 sentences!

1. What is the purpose this map can be used for?
2. Does this map help you to ride a bicycle from Königstein to Kronberg?
3. Will this map help you to evaluate whether a particular street is a nice place to live in?
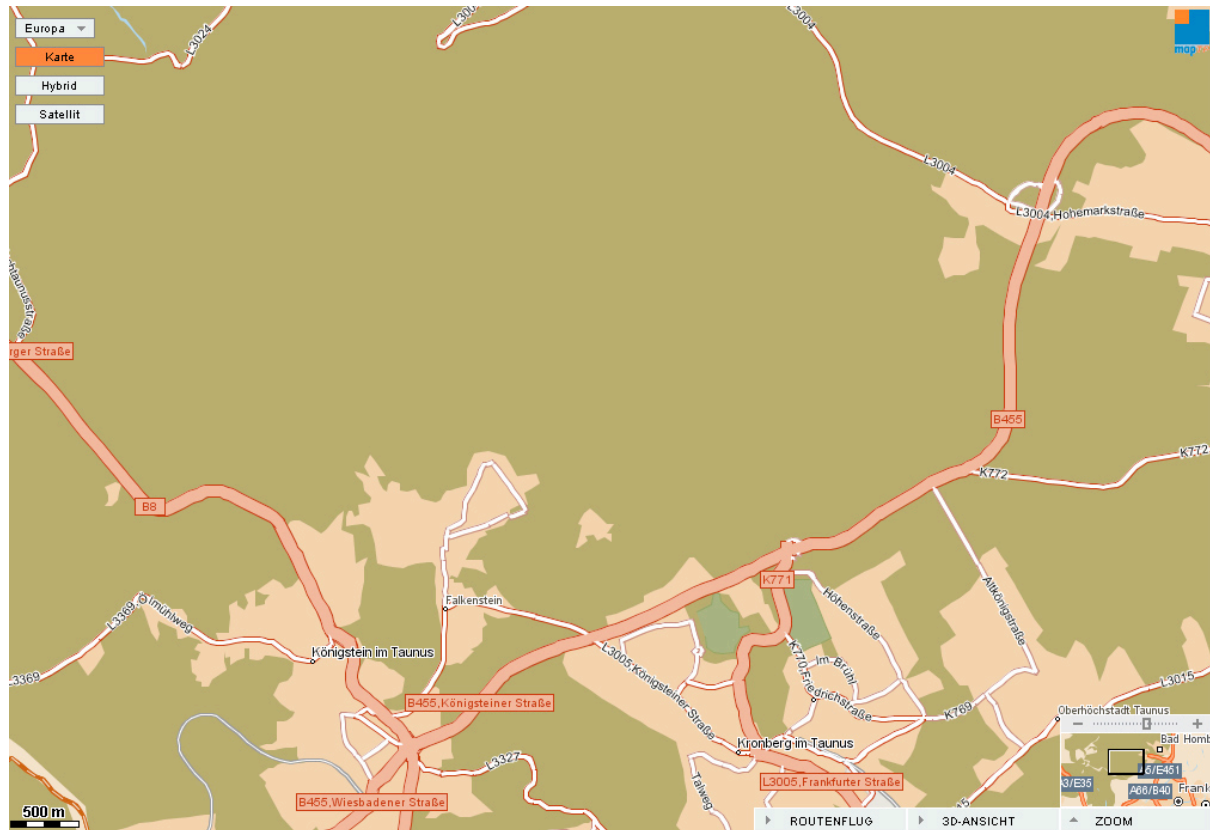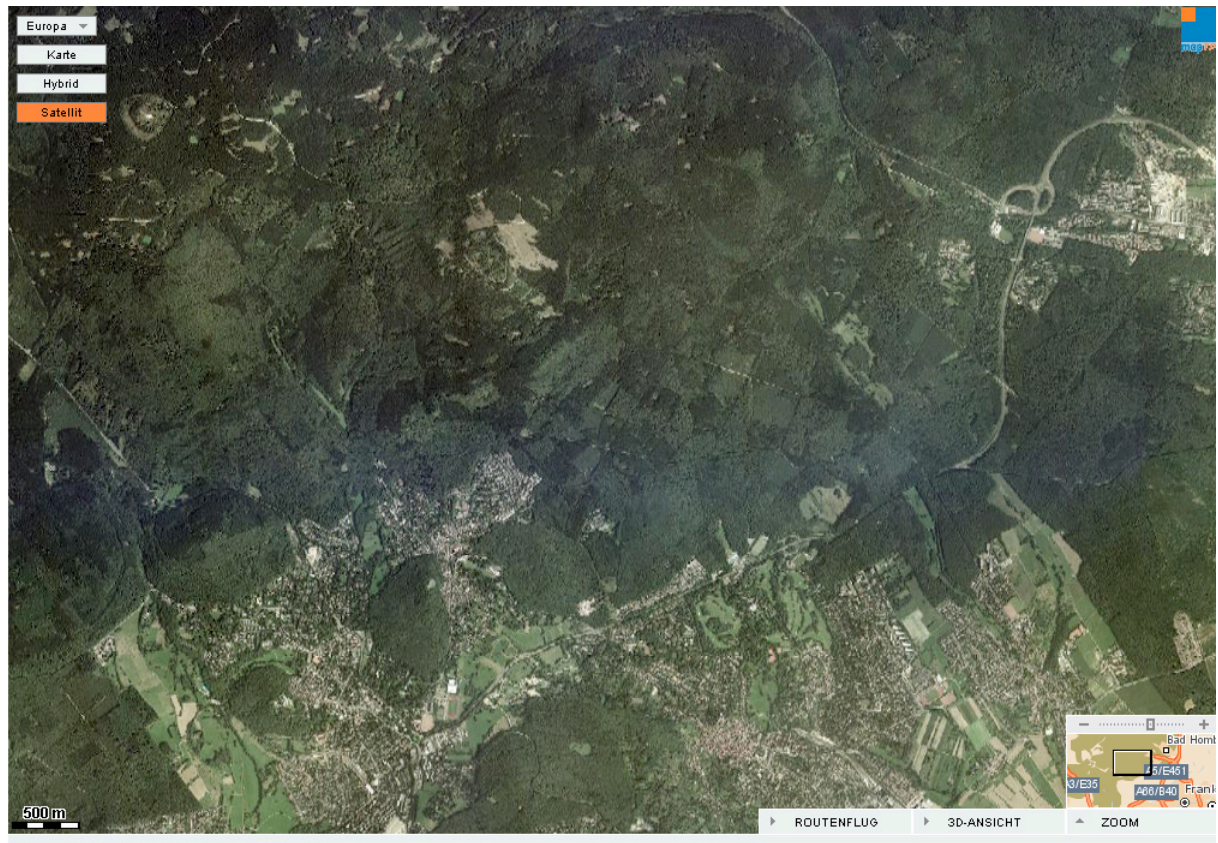
Map 1: TOP50 Hessen

1. _____
   _____
   _____
   _____
   _____

2. _____
   _____
   _____
   _____
   _____
   _____

3. _____
   _____
   _____
   _____
   _____

Map 2: Map24 Street Map

1. _____
   _____
   _____
   _____
   _____

2. _____
   _____
   _____
   _____
   _____

3. _____
   _____
   _____
   _____
   _____
   _____

Map 3: Map24 Overflight photo

1. _____
   _____
   _____
   _____
   _____

2. _____
   _____
   _____
   _____
   _____

3. _____
   _____
   _____
   _____
   _____

Exercise 2: Location based services – business models

Think of an example of a location based service (LBS). If you are planning to provide an LBS, which factors are relevant for you as a service provider to choose a positioning method for your service? We will discuss it in the class.