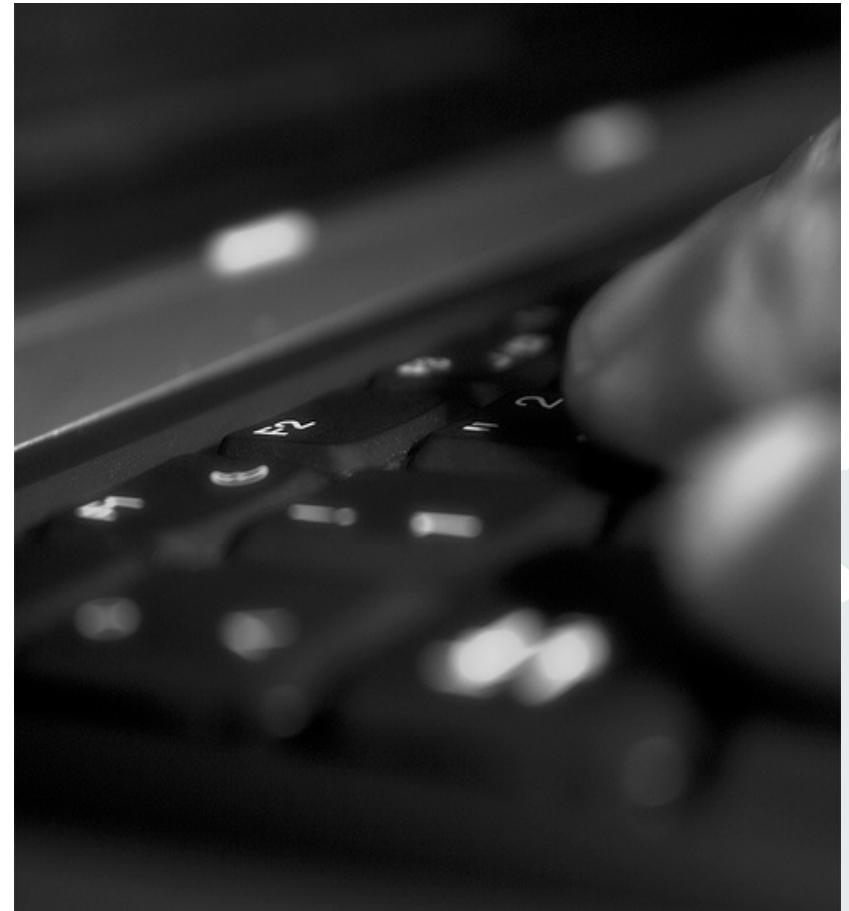


Mentorium  
Business Informatics 2 (PWIN)

Information Systems II, III  
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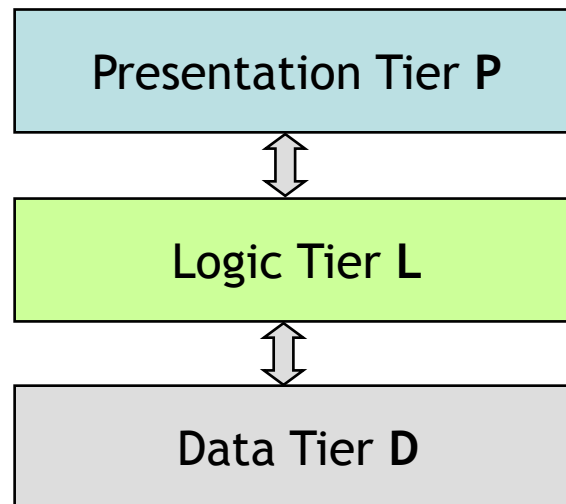


Jenser (Flickr.com)

# Exercise 1: Architecture Models

Please determine to which component the following MyPlace elements belong in the three-tier concept:

- The database for storing the POI information
- The graphical interface showing the user how get to a POI
- The software module calculating the directions from the location of the user to the POI.

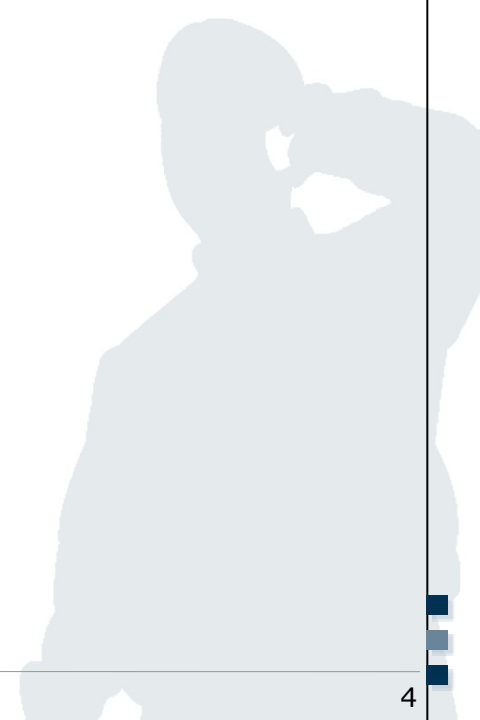
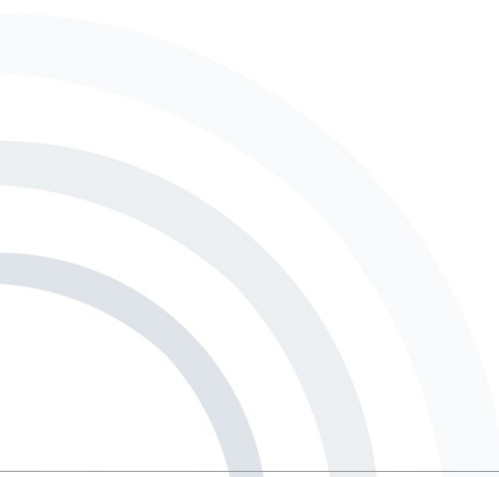


## Exercise 2: Types of Apps

Please name three reasons why MyPlace should go for a native app instead of a web app.

## Exercise 3: GSM

Briefly explain how a phone call in GSM (Global System for Mobile Communications) networks works.



- a) Please explain the following characteristics of Mobile Tech and why they do or do not matter for myPlace:
- Time and Location Independence
  - Location Awareness
  - Personal Nature
  - Always On
  - Limited I/O Capabilities
- b) How is Contextual targeting related to MyPlace? Discuss the area of conflict between the benefit of the MyPlace service collecting context information about users and the demand of users to maintain their privacy.

## Exercise 5: Platform markets

- a) Use the example of the Apple app store to explain platform markets and the effects taking place.
- b) What is the difficulty in building platform markets and what are possible solutions?
- c) Show why Google can be considered as a platform market.
- d) What is the main difference in the business model of Apple and Google?