Local-i
Duck Tape Solutions
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Schedule

• Motivation
• What is Local-i?
• Architecture
• Web Community Prototype
• Device Prototype
• Limitations
• Problems Encountered
• Future Work
• Conclusion
• Acknowledgement
Motivation

• Awareness
  – Case I – John & Jane Doe
  – Case II – The Tourist

• Problem
  – Too much information
  – Focused towards a wide audience
  – Limited interaction with the community
What is Local-i?

- Local-i is a means designed to provide content and visual news to the general user relevant to their local area.
Architecture

Data Entry

User device

Local-i Community

Router
Web Community Prototype

- Best ranked posts
- Best ranked based on location
- Details one click away
Web Community Prototype

• Web users collaborate with news and events

• ‘Geo-localization’ of submissions with a simple interface
Device prototype
Limitations

- **LCD**
  - Number of characters

- **Wi-Fi Module**
  - Simulating 3G technology

- **Router**
  - Signal Strength
  - Localization methods
Problems Encountered

• Wi-Fi module
  – Documentation
  – Technical support
  – Damaged module
  – Noise in data lines

• Server device configuration

• Budget deviation was 10%
  – Estimated: $59,700
  – Total: $66,053.32
Future Work

• Extend to Emerging Mobile Technologies
  • Cell phones
    – Text messages
  • Smart Phones / PDAs
    – Leverage Rich-content interface
Conclusion

• Original Problems
  – Too much information
  – Focused towards a wide audience
  – Limited interaction with the community

• Local-i’s Solutions
  – Alternative form of news media
  – Provide Hyper-local content
  – Break technology gap
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