

COMPANY:

Pointi Corporation

HEADQUARTERS:

Seoul, Korea

FOUNDED:

April 2000

OVERVIEW:

Pointi Corporation is an industry leader in the development of Location-based Services (LBS) and is committed to providing mobile phone users everywhere with the best possible LBS solutions available. Through their work with QUALCOMM's BREW® solution, Pointi has identified itself as an innovator in the industry and has been able to bring compelling applications to life, continually advancing the field of LBS.

WEB SITE:

www.pointi.com

BREW DEVELOPER:

Since 2003



It's Friday night and you are supposed to meet a friend for dinner. After waiting anxiously in front of the restaurant for 20 minutes, you begin to wonder whether your friend has forgotten your date. You know there's only one thing left to do – you flip open your cell phone and pull up Pointi's Friend Finder, an LBS application built to work with QUALCOMM's BREW solution that can locate your friend at the touch of a button.

Pointi Corporation was established in April 2000 as an extension of Korea Telecom's Geographic Information Systems (GIS) system to provide users with access to complete LBS solutions. The choice to develop compelling applications for BREW was natural given the many advantages offered by the solution. These benefits include a faster time to market and the benefit of a truly open development platform. For example, BREW allows Pointi to port applications more easily across multiple handsets, which allows for greater flexibility and, ultimately, more revenue generating opportunities.

Pointi's Friend-Finder Service runs across both the BREW platform and the WIPI platform, which is a wireless operating platform in Korea mandated by the Ministry of Information and Communications since April 1, 2005.



Pointi's ultimate goal, however, is to become the first global LBS corporation and is looking towards the BREW solution as a vehicle to help them enter the U.S. market.

The introduction of LBS applications to the mobile community has opened up a whole new world of communication options to mobile phone users. LBS applications allow mobile users to have a map everywhere they go, making it not only easier to determine location, but also to find out how to get from one place to another. Gone are the days of, "I left the directions at home" or "I couldn't find it" – with LBS applications, no location is too hard to find. As long as you have your mobile phone with you, you will always be connected.

The Pointi Corporation is one of the fastest growing LBS developers in Korea. Since their applications are offered through KTF, the largest mobile operator in Korea, Pointi Corporation is able to expose their product line to a large majority of Korean mobile phone users.

"By offering our applications on KTF's catalog, a broad network of users are able to access our LBS applications,"

says Brian Ahn, CEO of Pointi Corporation. "Developing LBS applications for BREW has enabled us to reach a record number of users in rapid time."

Launched in 2003, Pointi's Friend-Finder service was the first LBS application officially launched for the BREW solution and it has quickly become one of the most popular applications in Korea. To this day, it holds a spot as one of the most important applications offered through KTF's Multipack Service.

This year, Friend-Finder's innovation was honored with a BREW Developer Award for Best Location-Based Services at QUALCOMM's annual BREW 2005 Conference in San Diego. Above all other nominees, Pointi was honored for their contribution to the field of LBS, proving that they truly excel in the field of helping users find positions, events and venues by providing content that is position relevant. Pointi was pleased to take the stage as one of the leading innovators in the field of LBS applications.

Although Pointi has reaped the many benefits of developing such a successful application, the company is not one to rest on their laurels, especially as the industry continues to advance. Pointi is constantly looking for new ways to leverage Friend-finder as well as its other suite of applications. Location-based Services are changing the way people live and work and Pointi will be at the forefront as the industry continues to grow on a global basis.

"LBS applications are set to take off on a broader global scale and mobile application developers like Pointi are poised to accept this challenge. By using the BREW solution's extensive capabilities, Pointi has been able to successfully bring applications to market in a record two to three months," said Ahn. "Through our work with QUALCOMM's BREW solution, we have been able to create this rich, award-winning application and we will continue to strive to bring new and exciting LBS applications to market. The beauty of the BREW solution lies in its flexible, open platform and broad market awareness."

