ssd.
solutions by streetdirectory

## INTRODUCTION

Weblocate is the commercial online mapping service powered by www.streetdirectory.com. Using an ASP mode for delivery, SD provides a cost effective means for clients to feature digital maps, point of interest (POI) searches and routing facilities at their corporate website.

This proposal represents a cost effective approach to information distribution and public awareness of facilities managed by your company.

## WEBLOCATE INTEGRATION

The Weblocate is the same application used to power Singapore most popular mapping portal www.streetdirectory.com.

Customers include multinationals and government institutions, all of which have attained new levels of customer service through our applications.

Having implemented large-scale Internet projects, consumers are becoming increasingly aware of benefits in using online LBS and businesses are beginning to budget for some form of LBS facility as part of their online strategy.

Characteristics of the Weblocate facility are:

- Highly user-friendly applications.
- Rapid online access through the deployment of raster based technologies.
- Rapid turn around time.
- Highly customized facilities possible because of technology ownership.
- Cost structures that are the most competitive in the market given our large customer base.

## Brief Conceptual Flow of the Basic Facilities (System Setup)

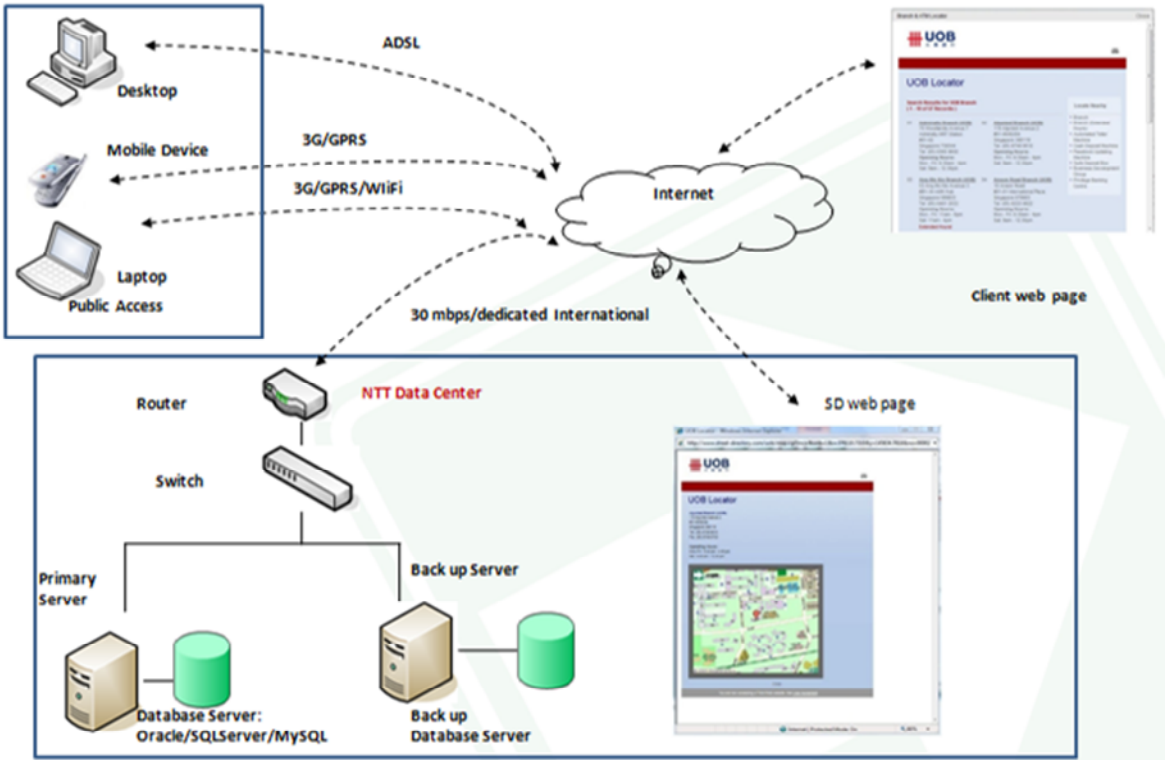
The ASP model is an efficient and cost effective delivery mode with the greatest benefits being the relative ease of data maintenance, a pertinent issue for location-based service providers.

- This locator facility will be hosted by SD with the necessary links in place so that there is seamless access from the main client website.

- The mapping database and Members facilities database will be maintained and hosted by SD with updates and amendments performed upon request by your company.

- SD recommends an ASP mode of delivery as it is more economical and data is updated consistently.

## Standard Service Architecture




## Overview of Mapping Database and Application Facilities

**Maps of Singapore**

Our Maps will include the whole database of Singapore including road name, postal code, building and MRT database for users to extract relevant information. SD will liaise with your company regarding the site's corporate image and will ensure that mapping applications will be seamlessly integrated.
(Mapping database can be previewed at www.streetdirectory.com)

Maps of Singapore are essential to provide direction to the relevant Members. The following mock-ups illustrate what the new site will look like using MCYS locator facility as an example. This will show how users will view the information graphically.

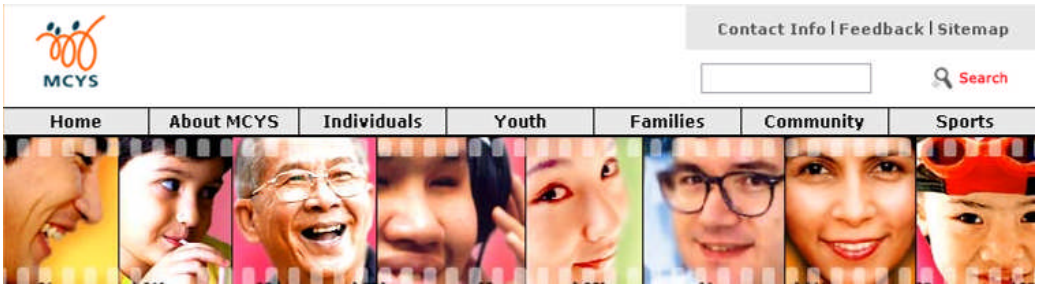
Mapping data is obtained from satellite imagery and onsite surveys which will be updated half yearly.

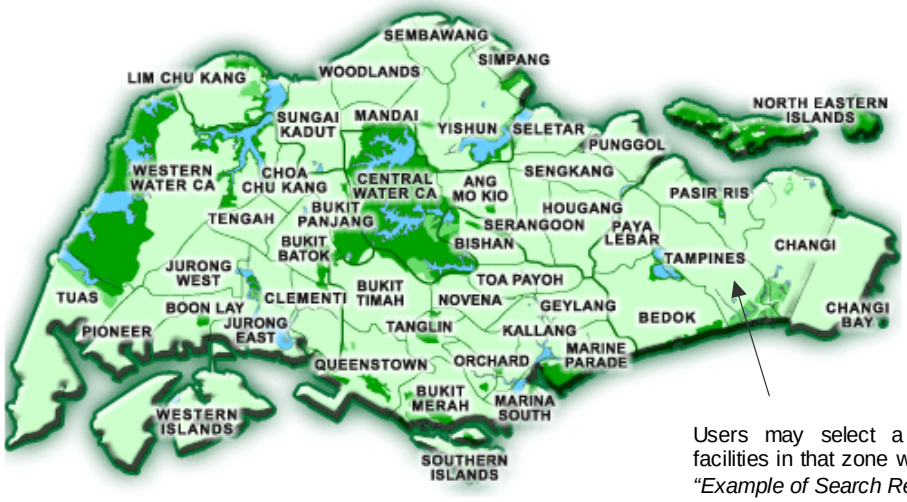
The Maps of Singapore are hosted by Streetdirectory so to enable central updating of information.

The following sample screens use previous projects as a representation of each facility.

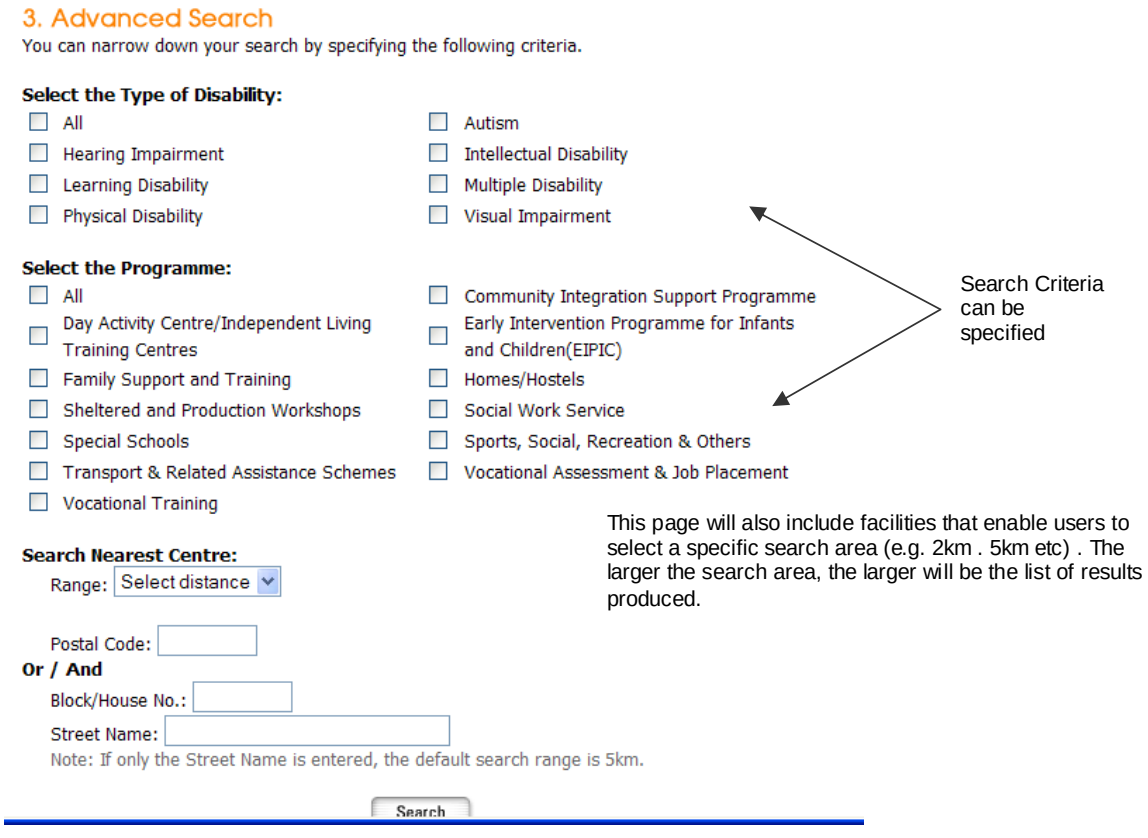
# Search Facility

## See the following examples



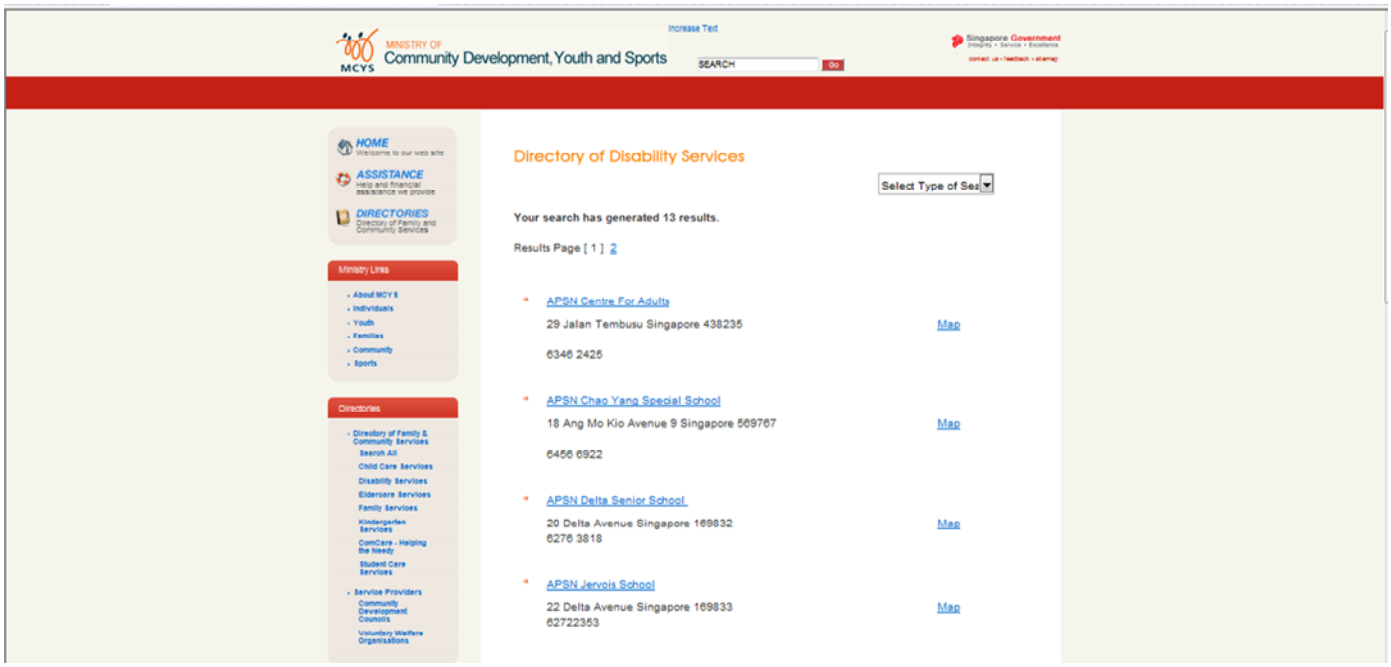

Users may select a zone and the facilities in that zone will be listed (*see "Example of Search Result Page"*).




Search Criteria can be specified

This page will also include facilities that enable users to select a specific search area (e.g. 2km . 5km etc) . The larger the search area, the larger will be the list of results produced.

## Example of Search Result Page




## Example of Detailed Location Page

### MINDS Lee Kong Chian Gardens School

802 Margaret Drive Singapore 149311Tel:6473 8332 Fax:6473 4776
Website: http://www.minds.org.sg
Email: MINDS@minds.org.sg
Operating Hour: 7.45 am - 12.15 pm (Morning session)

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reetdirectory.com, the Number 1 Singapore Travel Guide & Singapore Food Guide

Nearby amenity search facilities

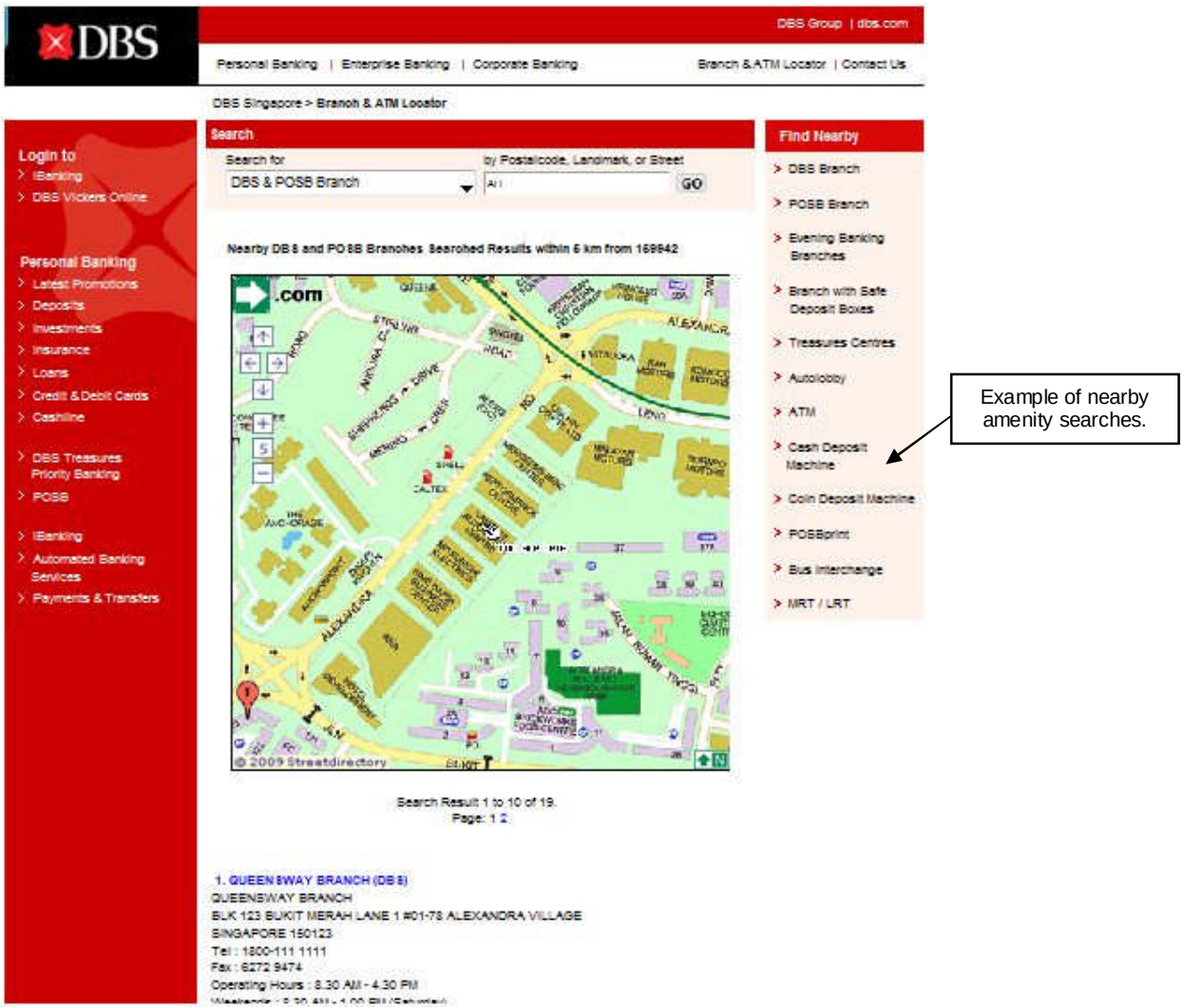
## OPTIONAL FACILITIES

### Points of Interest (POI) Searches

Streetdirectory maintains an extensive database of amenities such as MRT stations, supermarkets etc. This facility can be included in the locator facility to augment the search capability of the website. Not only will the user be able to find your specific Business but he will also be able to locate useful amenities such as bus interchanges, clinics, supermarkets MRT station etc. Such information enriches the user experience and provides convenience and customer service. SD maintains a current list of over 50 categories.

Categories not included are the detailed bus shelter locator facility.

Please indicate to us should you require POI listings other than those SD maintains, we will source for the necessary data to supplement your application.




### Bus Shelter Location

Another useful data category is the location of nearby bus shelters and the service numbers that call at that shelter location. This facility has been developed by Streetdirectory through extensive field study and data collation. Streetdirectory currently manages over 4,000 shelter locations updates on a quarterly basis.

## Audit Report Facility

This facility allows users to track and monitor the frequency of locations searched by users. This allows clients to identify key areas of interest amongst its audience.

## Built-In Routing Facility

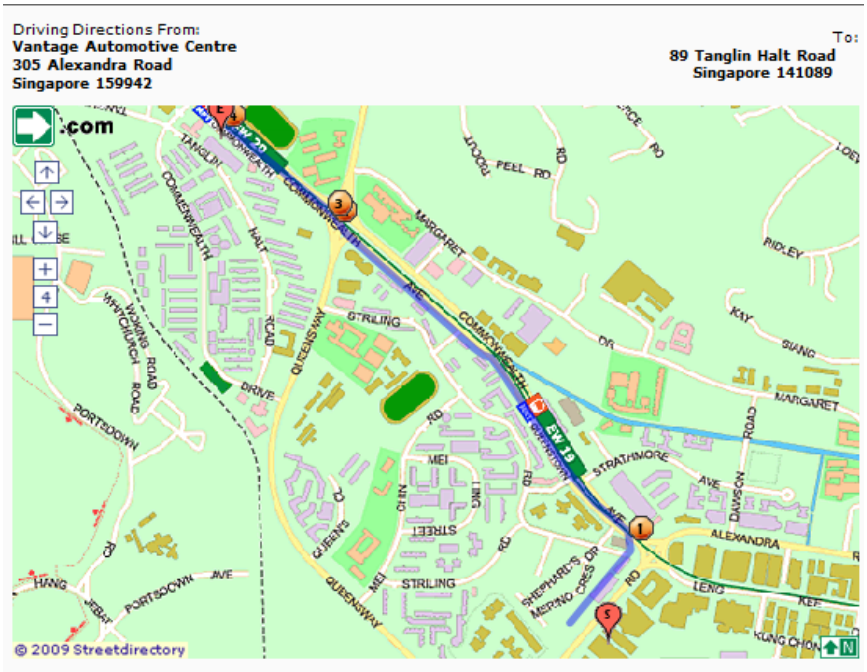
### Routing Engine

Once a user has located the site that he wants to patronize, the next step will be to provide routing information.

SD's dynamic routing engine will provide users with routing directions from the users' current location to the desired Members. The routing facility would provide users options to route by the following modes of transport, Driving & Walking. For all these modes of transportation, detail turning / transfer instructions would be provided with easy to follow directions together with clipped map images for easy user reference.

Maps of Singapore will be clipped to show individual turns. Informal implementations, the "From Point" can be set automatically depending on the Business that the user has selected.

User interfaces can be customized to the client's corporate look and feel. The facility can be augmented to include total costs and time of travel with cost per km and speed inputs.




Hide the direction

| No | Guide Description | Total Distance (km) | Map Thumbnail |
|---|---|---|---|
| | From: **Vantage Automotive Centre**<br>305 Alexandra Road<br>SINGAPORE 159942 | | Map |
| 1 | On Alexandra Road, travel further for 0.32, then take Slip Road to Commonwealth Avenue towards West. | 0.32 | Map |
| 2 | From Commonwealth Avenue travel for 1.20 Km and then continue to Unnamed Road towards North. | 1.52 | Map |
| 3 | Keep on traveling for another 0.03 Km until you reach | 1.55 | Map |

## ANNUAL LICENSING FEES

The yearly licensing fee will include the annual licensing of the Weblocate software licensing, licensing of raster map images and back end location databases. Mapping images and address point database will be updated on an annual / semi-annual basis (depending on program selection).

## ANNUAL MAINTENANCE FEES

The maintenance program will be required for the continual hosting and data maintenance. SD will conduct periodic updates to the main database on a monthly basis (unless otherwise specified).

The maintenance agreement does not cover amendments to the user interface once both parties have agreed on the design that is moved to production.

| Description | Comments |
|---|---|
| Yearly Hosting, maintenance and Continuity | The charges included in the maintenance package include works which will be carried out during the agreed period:-<br>1. Hosting fees to ensure that information is served efficiently and that down time is as per client requirement.<br>2. Technology support in the event of errors during the course of the maintenance period.<br>3. Amendments of new locations.<br>4. Update of client database at SD's servers. |

## TIME OF DELIVERY

Depending on the complexity of projects, SD is capable of developing a highly customized location facility with the look and feel of your website within 6-8 weeks from receipt and verification of the necessary databases. An exact time frame will be confirmed upon detailed scoping of the project.

## PROJECT ASSUMPTIONS

- Your company does not require the incorporation of a dynamic template in their site.
- Your company does not require the use of SHTML for integration.
- Your company will maintain its own header and footer pages and allocate the necessary html spaces for SD's scripts.
- Your company will provide the necessary technical assistance to ensure a proper integration between both portals once the main site templates have been developed.
- Client database for integration can be provided to SD in a flat file structure.

## MAJOR BENEFITS

The following is a list of the major benefits that may be derived through using this unique facility developed by Streetdirectory.

***Application Benefits:-***

- Seamless integration with any web-based application.
- Innovative search facilities with up to date location based data.
- Requires no 3rd party plug-in's for browsing by standard IE or Netscape browsers.
- Outsourcing of labour and data intensive mapping and hosting activities.
- The application can be used by your staff as a tool to assist members of public that do not have access to internet.
- User-friendly graphic interface that is familiar to Singapore's internet community.
- Fast turn around time in the event of updates and amendments.
- Additional amenity searches resulting in greater site augmentation

## CUSTOMER REFERENCES

SD has been engaged by both the private and public sector to develop location-based applications that suite very specific requirements.

This has given us the experience and ability to roll out similar projects within a set development time frame without compromising on quality and accuracy. We invite you to view a sample of our existing projects using the following links.

- http://www.street-directory.com/dbs (Business and ATM locator application)
- http://www.street-directory.com/moh/index2.htm (Hospitals and clinics locator application)
- http://www.street-directory.com/nus (Campus Map facility)
- http://app.mcys.gov.sg/web/serv_dss_disability_searchAll.asp?Services_Id=8 (Services Locator)
- http://www.street-directory.com/singpost/singpost.cgi? (Branch Locator)
- http://www.street-directory.com/hpb/ (Chronic Diseamse Management Locator)

Examples of more prominent customers:

| S/No | Customer Based | Solutions Offered |
|---|---|---|
| 1 | Ministry of Community Development, Youth & Sports | Facilities Locator |
| 2 | Health Promotion Board | Chronic Disease Management / Pandemic Prepardness Clinic Locator |
| 3 | DBS | ATM Locator |
| 4 | Ministry of Health | Facilities Locator |
| 5 | Singapore Post Limited | Post Office, Post Box & Sam Machines Locator |

An extension of Weblocate facility is its Campus Maps System. Streetdirectory has successfully integrated building layouts and facility databases to provide customers with an interactive "facility locator" and virtual campus tour. This solution was SD's most successful offering from December 2000 to June 2001.

SD was contracted by 85% of the major tertiary institutions in Singapore. Current areas of potential development include shopping centres, the racecourse and airports in Asia Pacific. The projects undertaken in this sector has given SD the experience to develop "micro-navigation" facilities for any multi level building facility effectively addressing any granularity issues at minimal cost.

## ABOUT STREETDIRECTORY

Streetdirectory (SD) is a technology firm that focuses on developing location-based software and solutions. Established in 2008 and managed by the same team of personnel who operates www.streetdirectory.com, the company has acquired specialized skills in the area of Digital Map Imaging, Spatial Analysis and Wireless Navigation.

To meet the demands of different industries, SD manages a portfolio of 4 distinct service lines each leveraging on SD's core mapping capabilities. These range from online location based services through to customized PC based GIS systems. Each service line has achieved a high level of customer traction and is complementary in nature. The firm also offers advertising opportunities at its widely popular portal Streetdirectory.com ™ in which we showcase our latest developments.

Having established a strong product offering in Singapore, SD actively replicates its marketing mix in the Asia Pacific region, adjusting itself where necessary. These markets offer significant growth potential and operations in these countries will be necessary in order to service our MNC customers based in Singapore.

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Streetdirectory Pte Ltd is a media and technology company specializing in location based services in Singapore and the Asia Pacific Region. The Company is part of the Jobs DB group of companies based in Hong Kong.

For more information and a trial demo, please contact us at:-

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