PLAZES

Right Plaze, Right People, Right Time

The Plazes Idea

Two guys and a problem

Felix Petersen

Stefan Kellner

Two guys and a problem

Hey, where are you?

Two guys and a problem

Hey, where are you?

I'm around the corner having pizza

Two guys and a problem

Hey, where are you?

I'm in Hamburg in the middle of a meeting

Two guys and a problem

Hey, where are you?

Somewhere in Iceland, I'm not sure...

Two guys and a problem

"Can we build a service
to help us share
where we are?"

Two guys and a problem

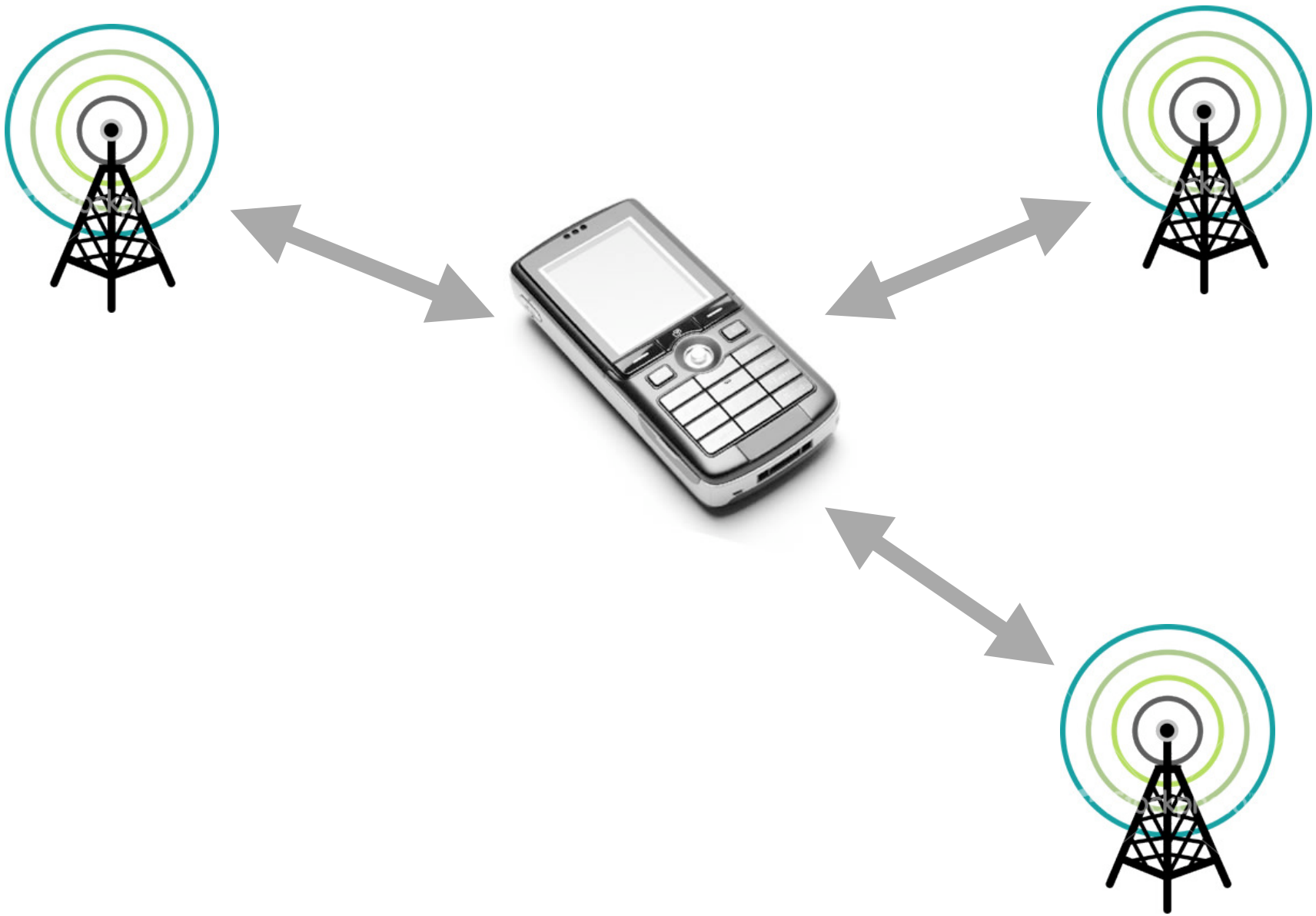
Why?

Two guys and a problem

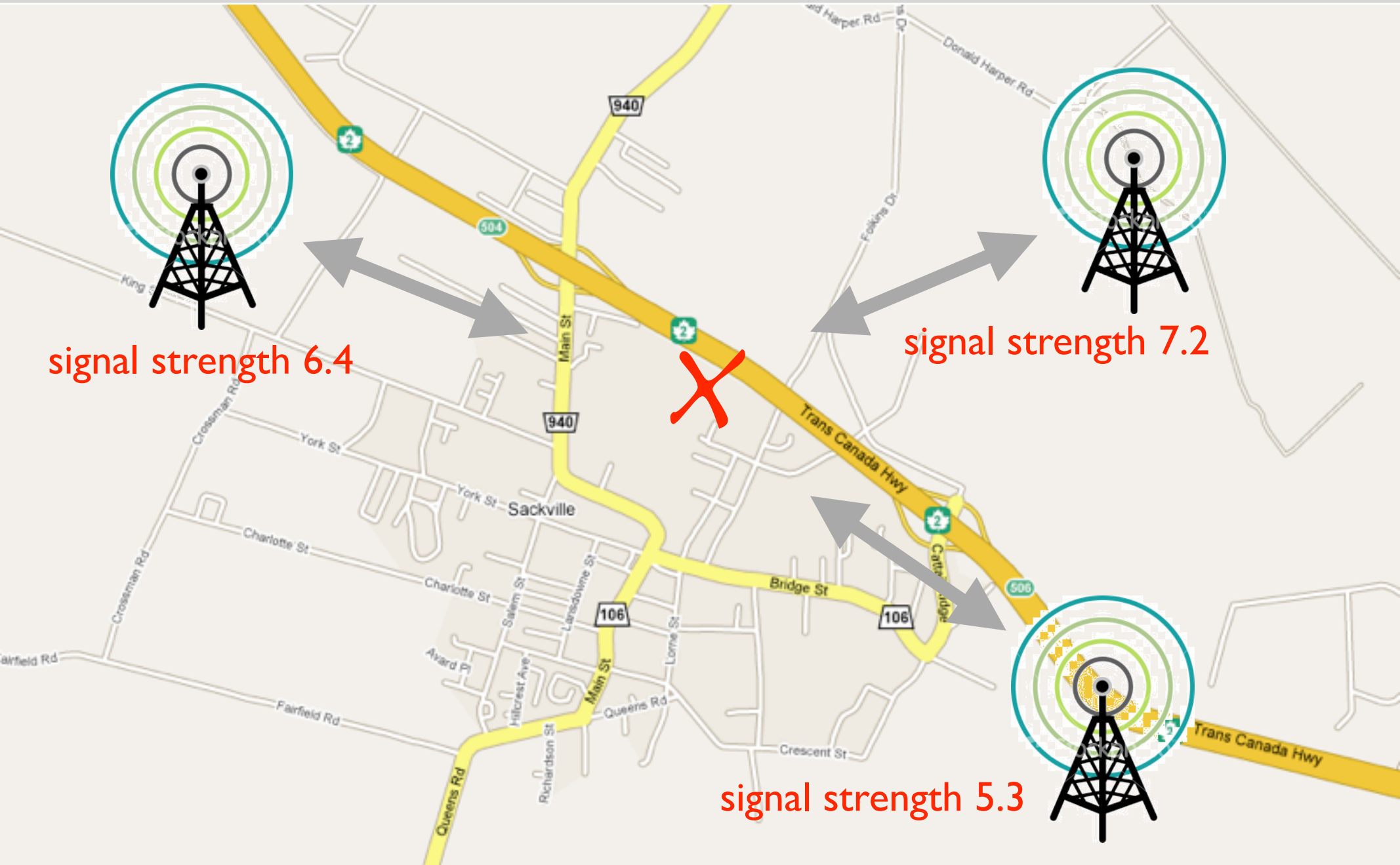
How?

What about mobiles?

What about mobiles?



What about mobiles?



What about mobiles?

- Lots of technology issues.
- Lots of operator issues.
- Lots of operators.
- Not easy to build mobile software.
- Not free.
- **Not build for DIY.**

What about GPS?

What about GPS?

What about GPS?

- Everybody needs a GPS receiver.
- Lots and lots and lots of batteries.
- Everybody needs a phone.
- Everybody needs a data plan.
- Not easy to build mobile software.
- **Too much stuff.**

The solution...

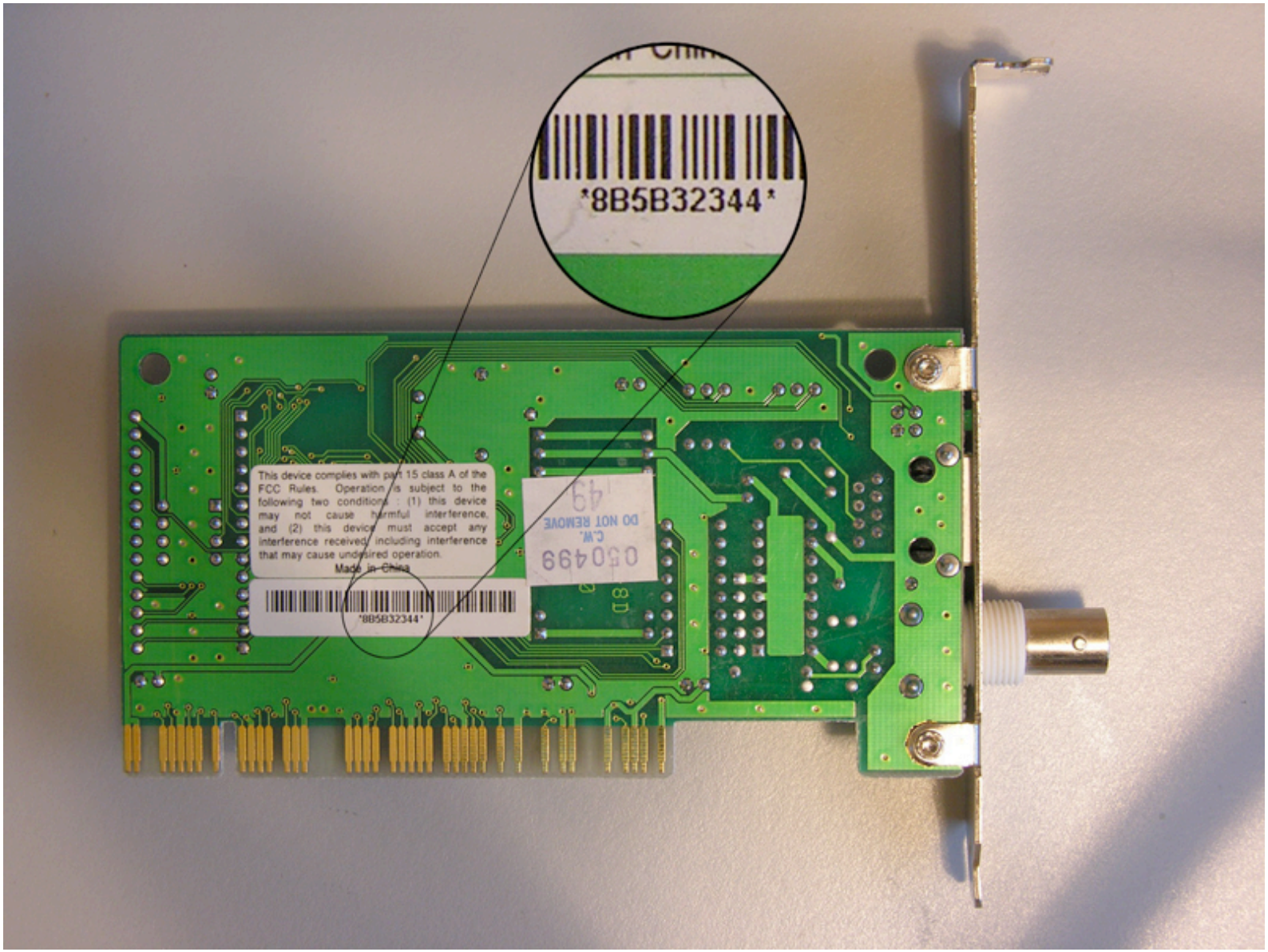
Plazes

Reboot 7.0 in Copenhagen

Everything has a MAC

Every connection to the Internet has a unique number called a **MAC Address**

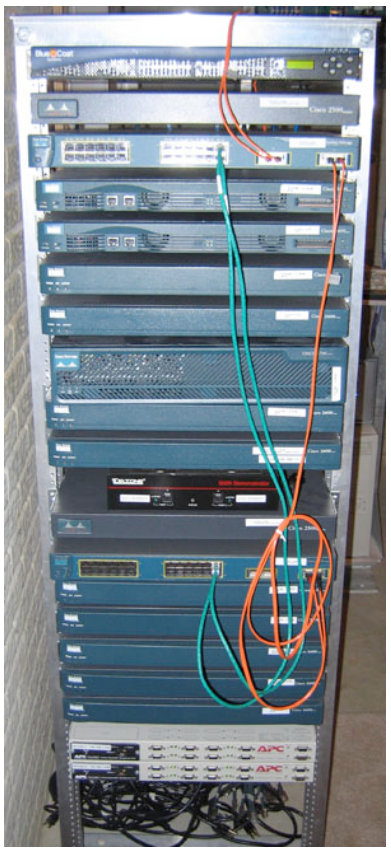
Everything has a MAC



Everything has a MAC

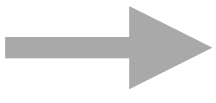
Has a MAC Address

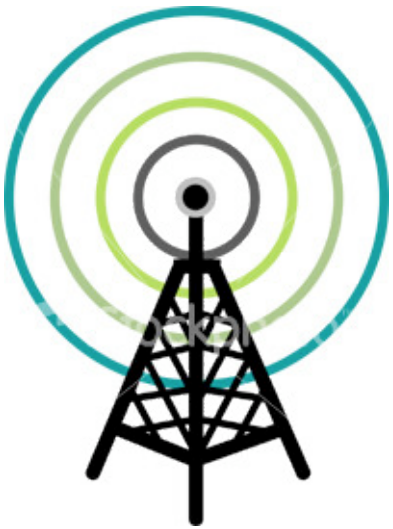
Everything has a MAC

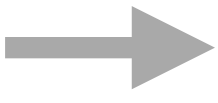


Has a MAC Address

Everything has a MAC







Has a MAC Address

Everything has a MAC

"What if you could figure out your Internet connection's MAC Address?"

You can find your MAC

```
# netstat -rn | grep default | cut -c20-35
192.168.1.1

# arp -n 192.168.1.1 | cut -f4 -d' '
0:14:bf:8f:53:2d
```

Everything has a MAC

Every connection to the Internet has a unique number called a **MAC Address**

The Plazes Idea

0:14:bf:8f:53:2d

Reinvented Office

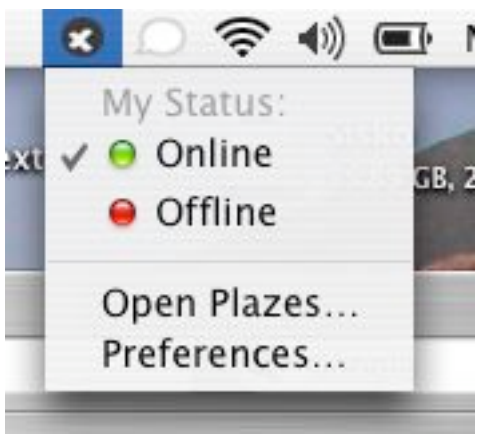
Proof that it works...

http://plazes.com/plazes?
mac_address=**00:14:bf:8f:53:2d**

Plazes is...

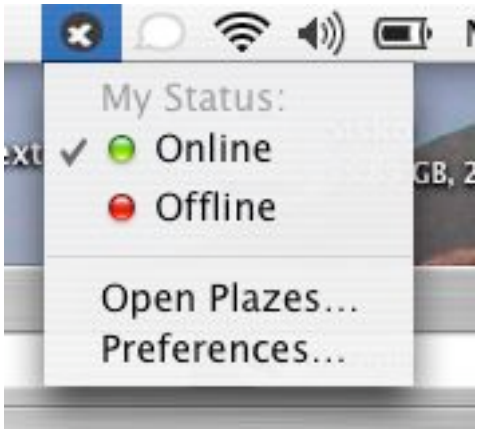
Plazes is a database of
MAC Addresses
and their
physical locations.

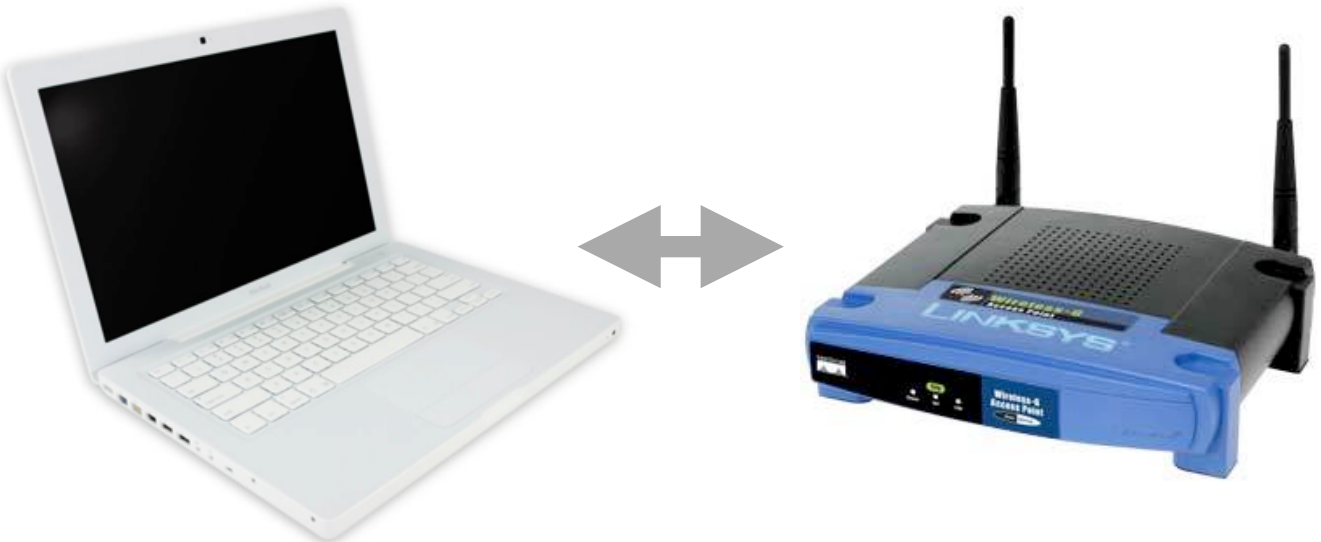
How Plazes Works



The Plazes Launcher

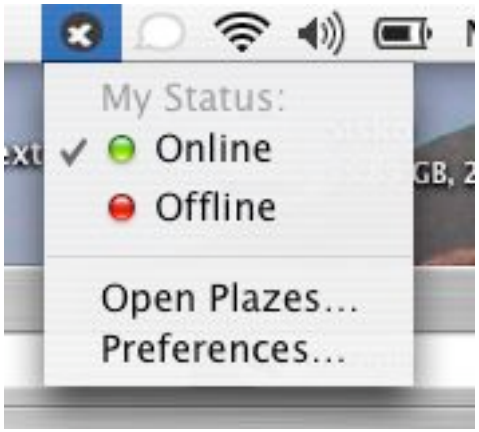
What's my MAC Address?





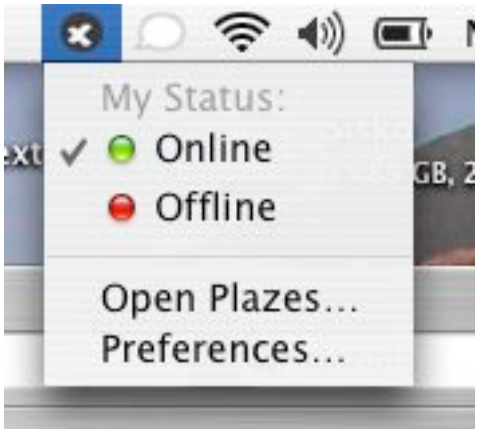
The Launcher figures out the MAC Address of your connection to the Internet

Where is that MAC?



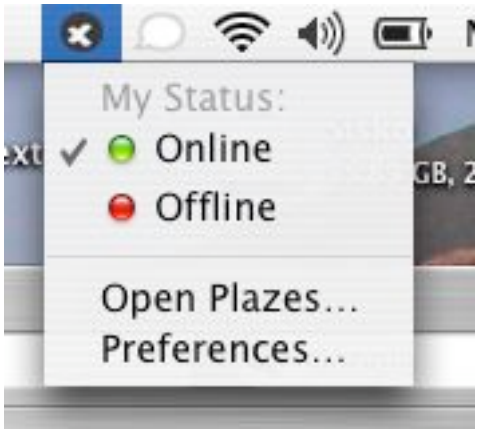
The Launcher asks Plazes if it has a record for that MAC Address in its database.

You're at "Casa Mia"



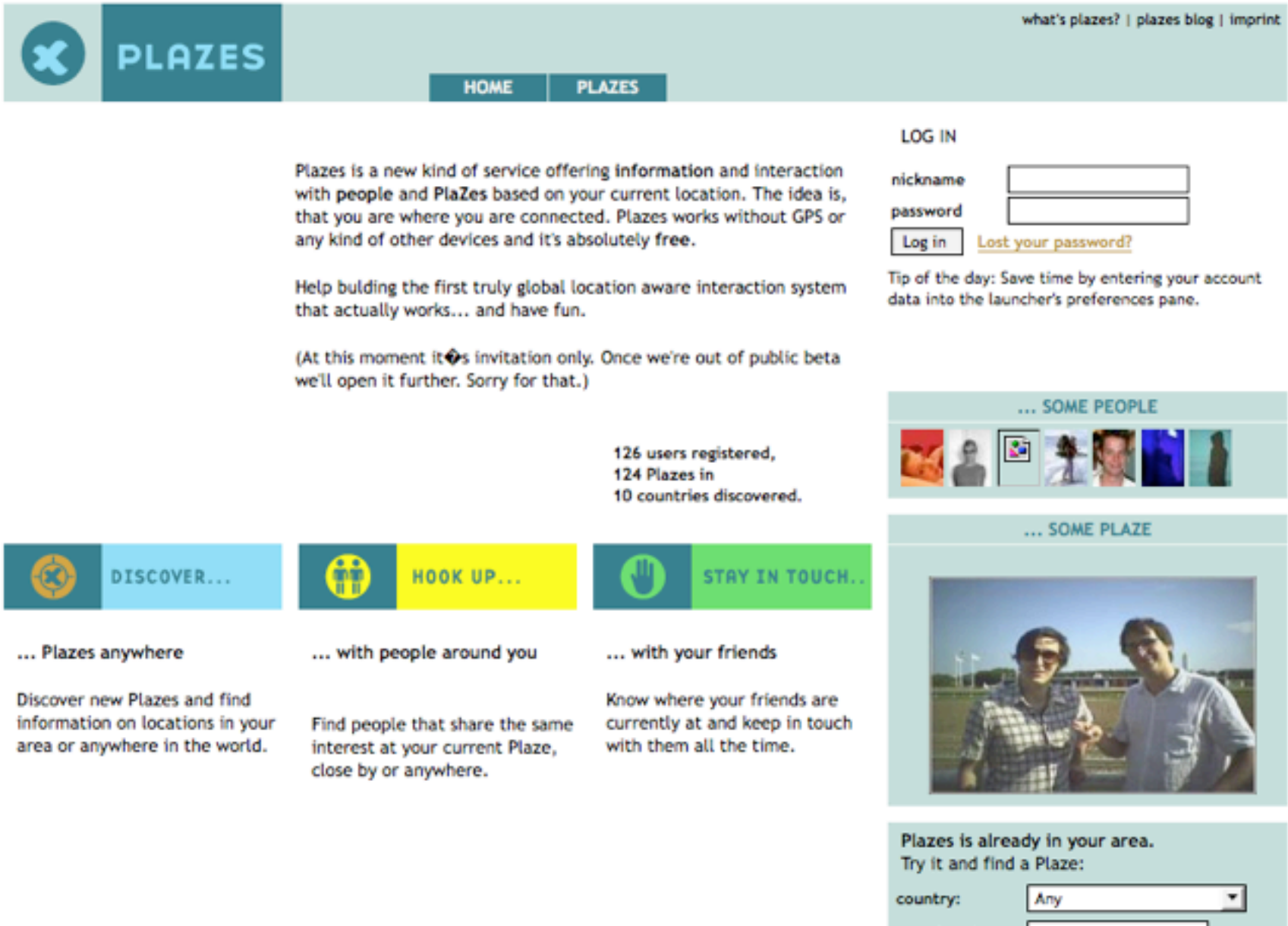
If there *is* an entry, then Plazes automatically identifies and publishes your location.

Where are you?



If there is *not* an entry, then Plazes asks you where you are, and remembers for the next time.

Plazes in 2004



Plazes in 2004

- Use the Launcher to discover and **share your location**.
- Searchable database of Plazes.
- Searchable database of People.
- Your "trazes" can are recorded and can also be published.

Plazes is...

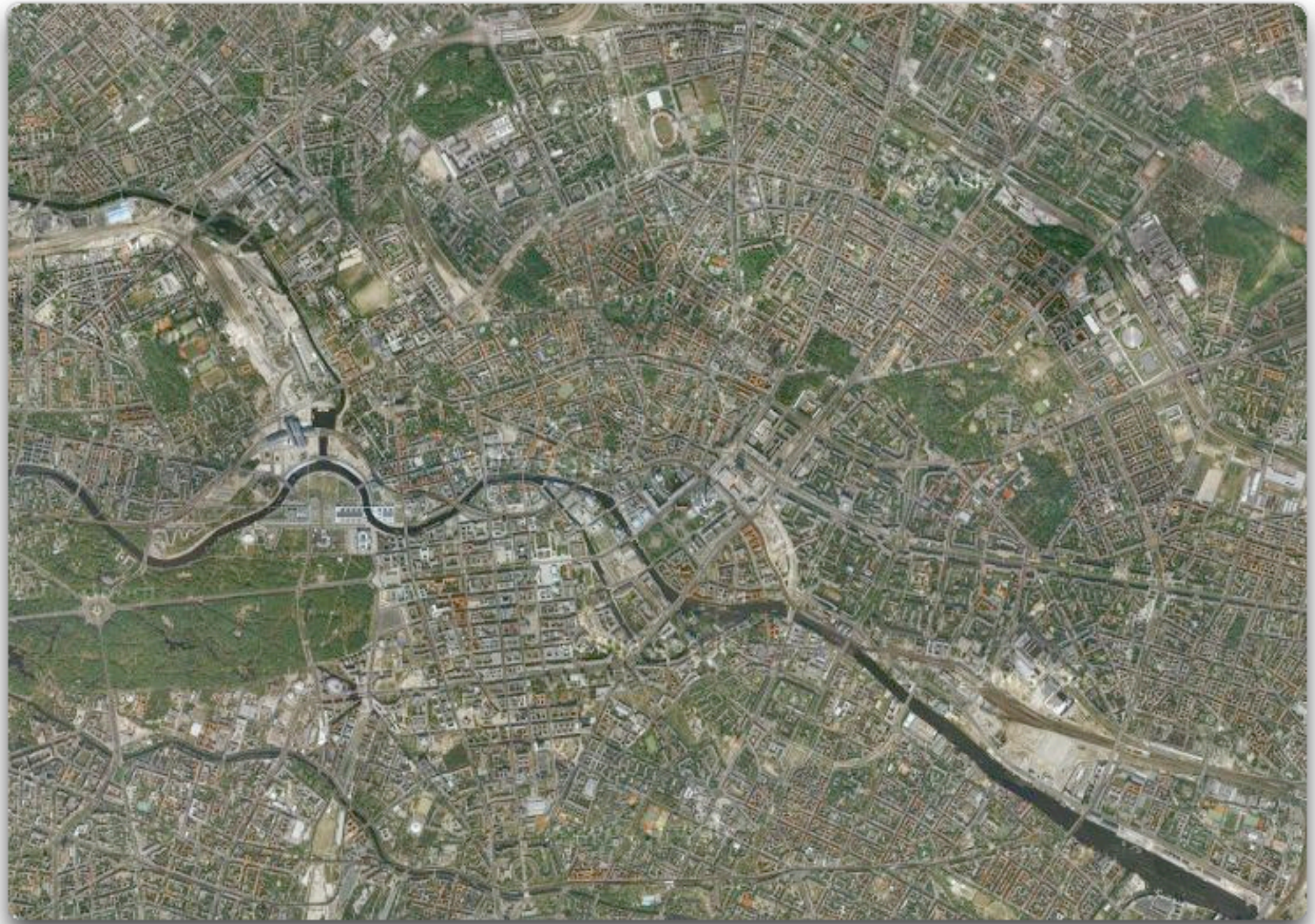
Plazes is a tool for sharing
where you are
(and where you've been)

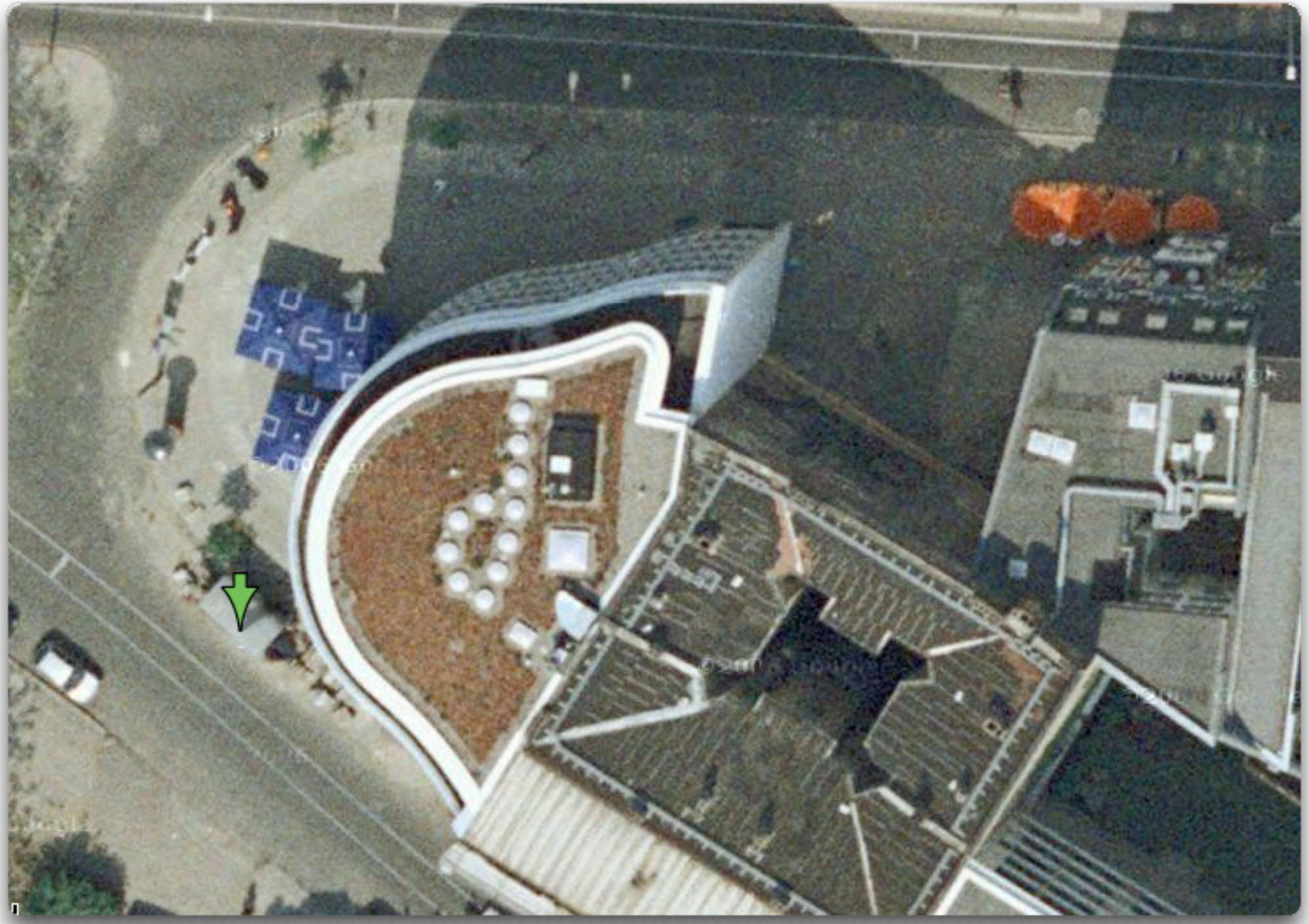
Plazes from 2004 to 2008

- A **cool hack** to a **"real live business"** with funding and employees.
- **People use it**, around the world.
- Moved **beyond** the "database of MAC Addresses" technical idea.
- Change in the "social object" from just *location* to *location* + *action* = ***activity***.

The Plazes Business

Wedding
Berlin
Mitte
Friedrichshain
Kreuzberg
Seestraße
Fennstraße
Seller-straße
Chausseestraße
Brunnenstraße
Schönhauser Allee
Prenzlauer Allee
Ostseestraße
Greifswalder Straße
Greifstraße
Storkower Straße
Danziger Straße
Bernauer Straße
Quitzowstraße
Heidestraße
Kniprodestraße
Invalidenstraße
Torstraße
Am Friedrichshain
Landsberger Allee
Mollstraße
Petersburger Straße
Alt-Moabit
Friedrichstraße
Unter den Linden
Straße des 17. Juni
Karl-Marx-Allee
Holzmarktstraße
Ebertstraße
Tiergartenstraße
Leipziger Straße
Potsdamer Straße
Lützowufer
Kurfürstenstraße
Kleiststraße
Wilhelmstraße
Tempelhofer Ufer
Prinzenstraße
Skalitzer Straße
Warschauer Straße
Mühlenstraße
Stralauer Allee
109
96a
2
96
5
1





iMac

Me + Plazes

The CAB-INN Experience

My Plazes Life

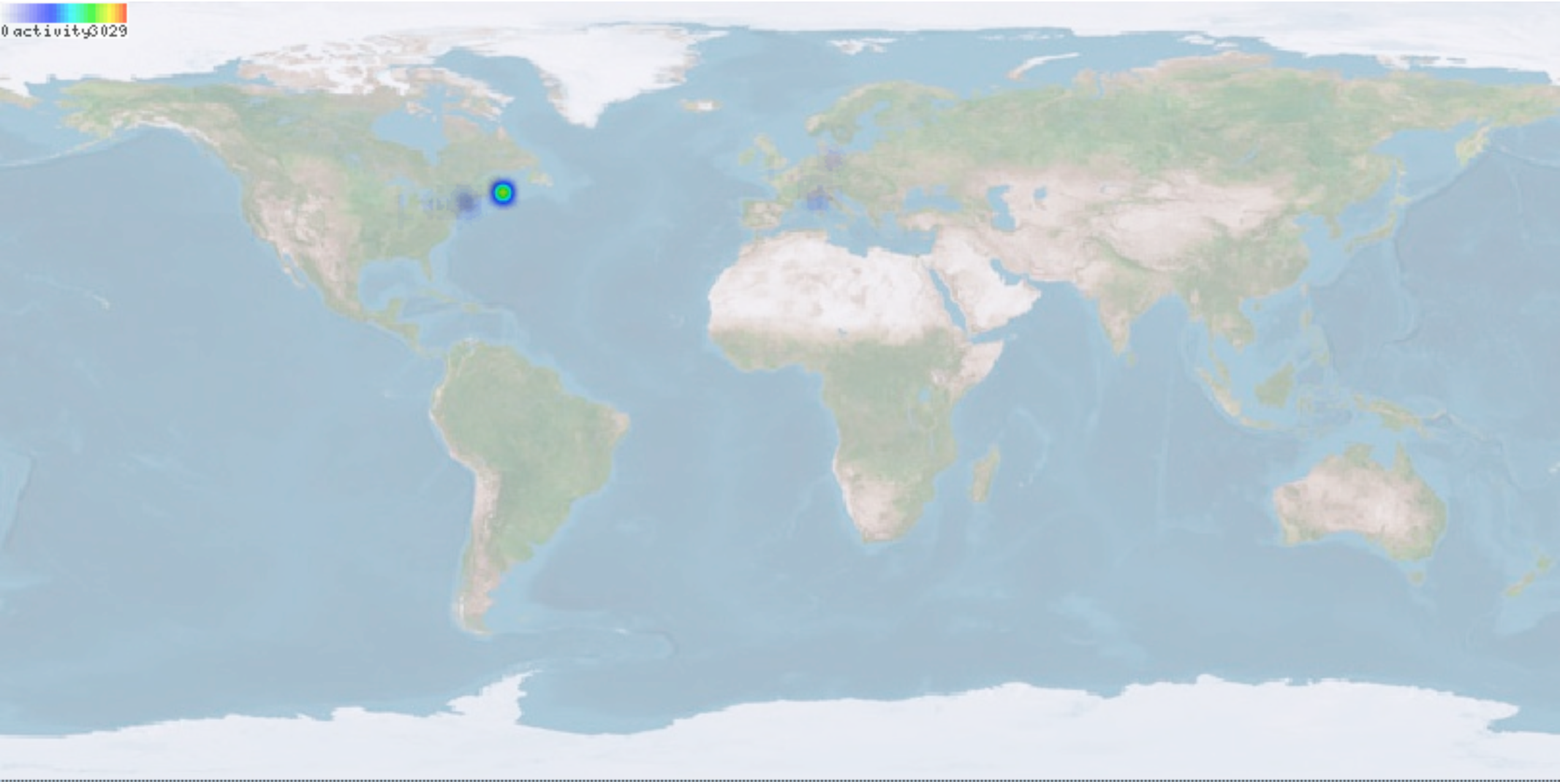
User number 1185

575 Plazes

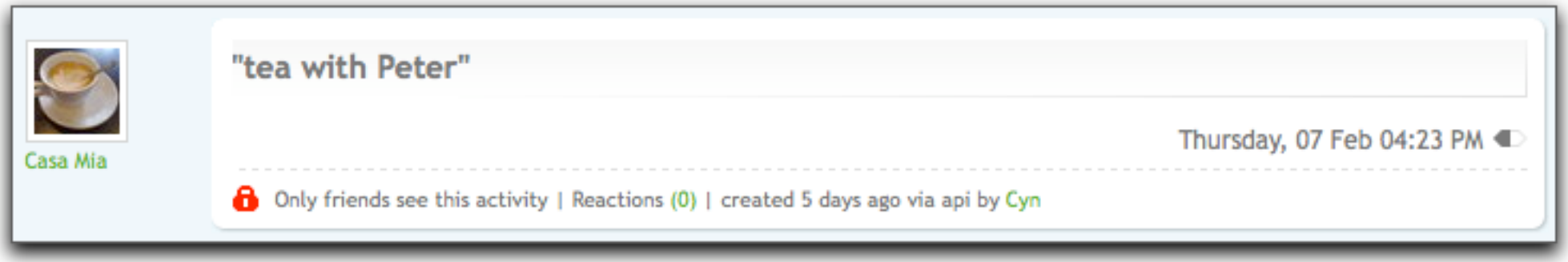
8,100 “check ins”

55 “friends”

Four Years of My Plazes



My Local Plazes



My Global Plazes

"continuous partial attention"

Beyond the MAC

Mobile Plazer

Mobile Plazer

- Used **cell phone tower ID** to determine your general location.
- Worked on a **limited number of Nokia phones** only.
- Required a data plan (often expensive).
- Never widely adopted.
- **Suspended in 2007**.

Plazes by SMS

at Reinvented Office

Plazes by SMS

Plazes by SMS

- Available from **anywhere**, with **any mobile phone**.
- No data plan required.
- Inexpensive for most people.
- Ties a mobile number to a Plazes user.
- **Completely "decouples" Plazes**.
- Any location can be a "Plaze."

Changing the Plaze

Any location
can be a
Plaze.

Plaze + Action =

Activity

The Old “Social Object”

Where I Am

The New "Social Object"

Where I Am

+

What I'm Doing

The New "Social Object"

The Activity

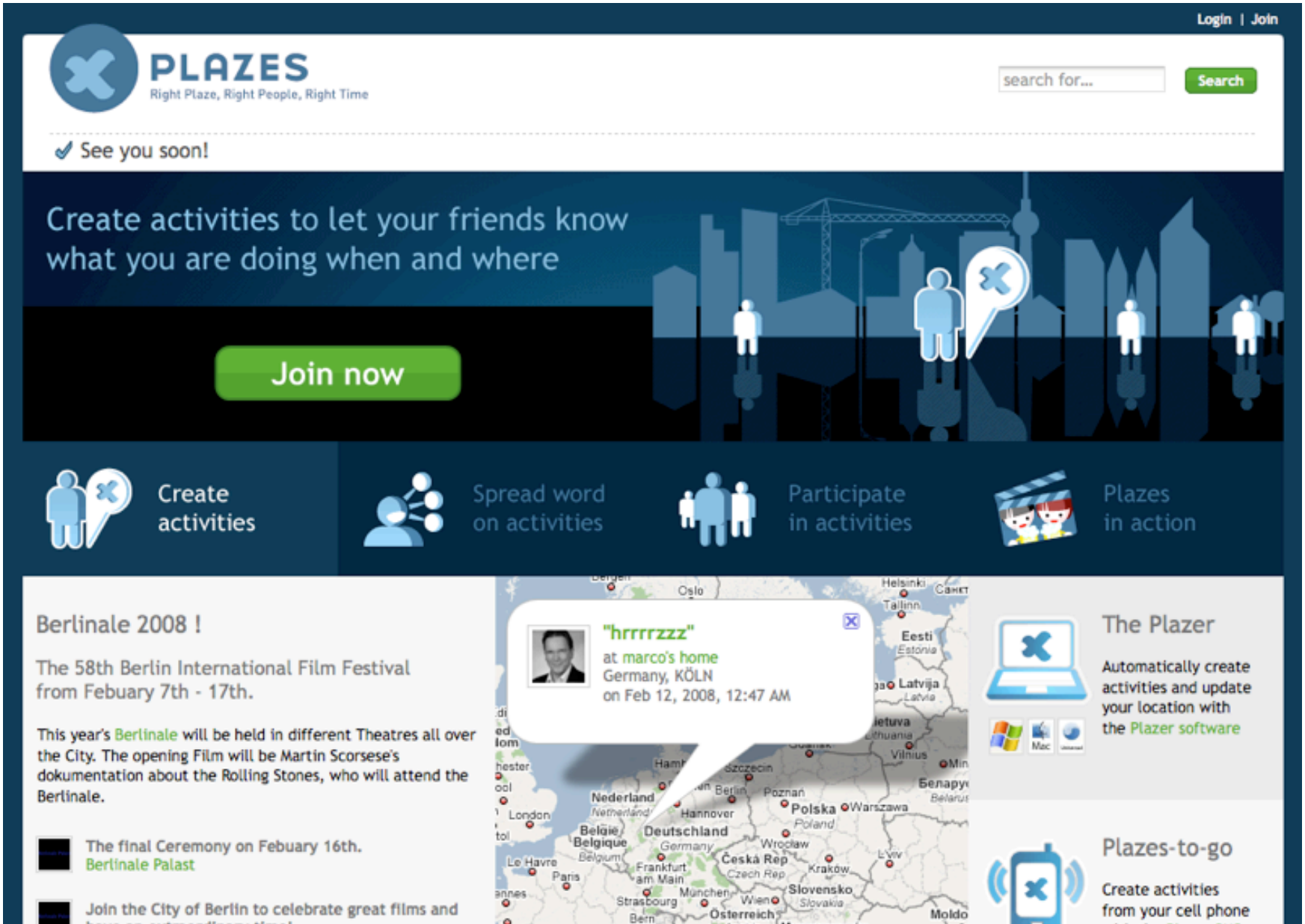
Plazes is...

Plazes is a tool for coordinating your **activities**: letting your friends know **what** you are doing and **where**.

Plazes in 2008

- Share location from the "Launcher" – now called the "**Plazer**".
- Share location by **SMS**.
- Share location from **Plazes.com**.
- Share location from **Plazes API**.
- The **status message** joins the **Plaze** to make the **activity**.

Plazes.com in 2008



Plazes: The Movie

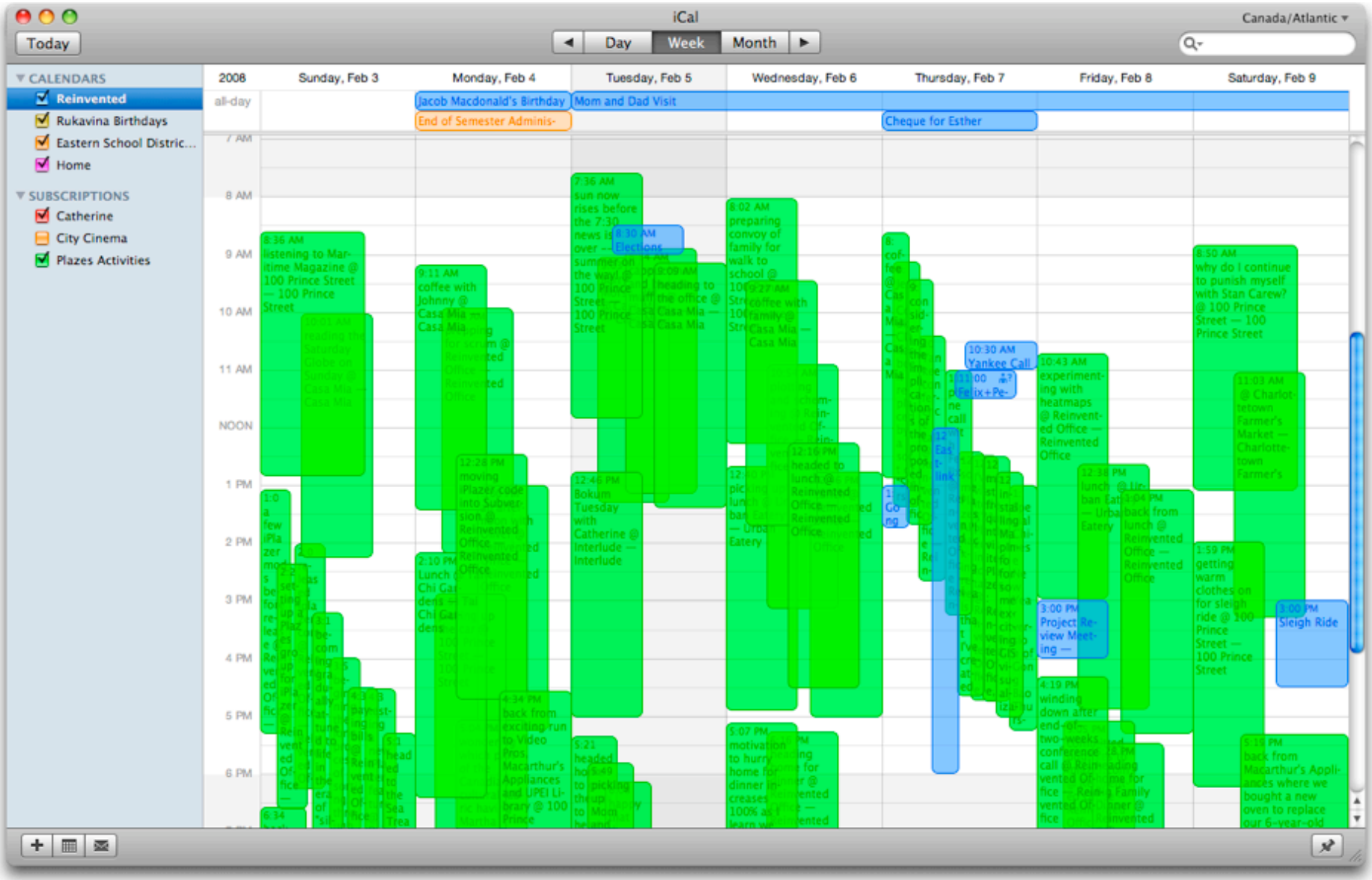
48 Hours
of
Plazes.com Activities

Plazes in Action

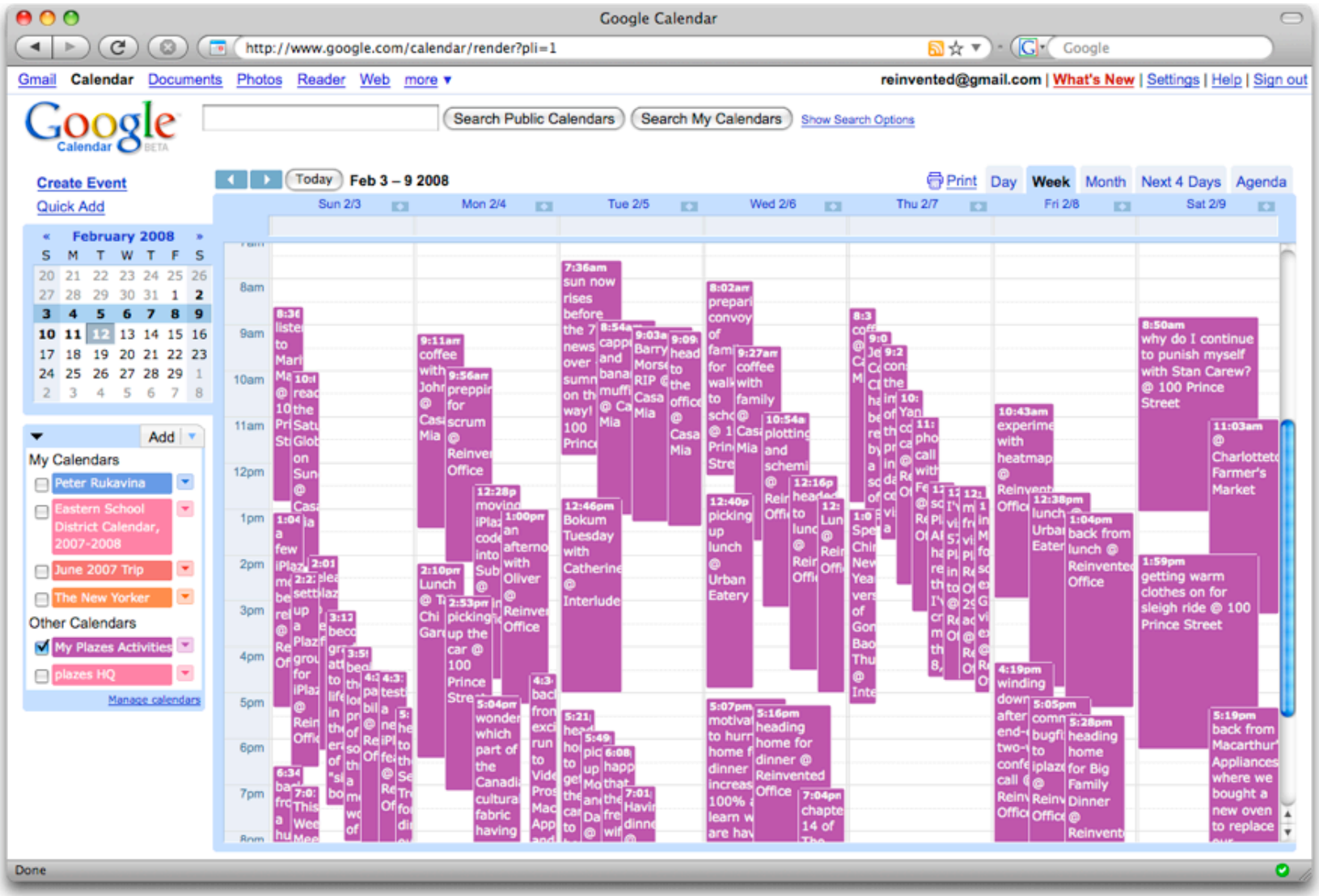
http://plazes.com/

Some Other Cool Stuff about Plazes

Plazes + iCal

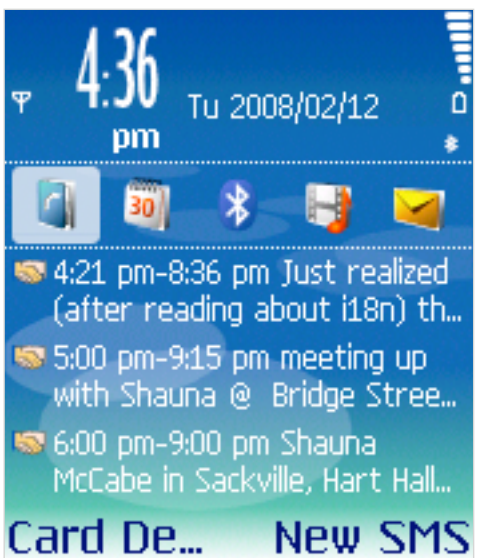

iCal
Today
Day
Week
Month
Canada/Atlantic
CALENDARS
Reinvented
Rukavina Birthdays
Eastern School Distric...
Home
SUBSCRIPTIONS
Catherine
City Cinema
Plazes Activities
2008
Sunday, Feb 3
Monday, Feb 4
Tuesday, Feb 5
Wednesday, Feb 6
Thursday, Feb 7
Friday, Feb 8
Saturday, Feb 9
all-day
Jacob Macdonald's Birthday
Mom and Dad Visit
End of Semester Adminis-
Cheque for Esther
8 AM
9 AM
10 AM
11 AM
NOON
1 PM
2 PM
3 PM
4 PM
5 PM
6 PM
Elections
Yankee Call
Project Review Meeting
Sleigh Ride

Plazes + iCal



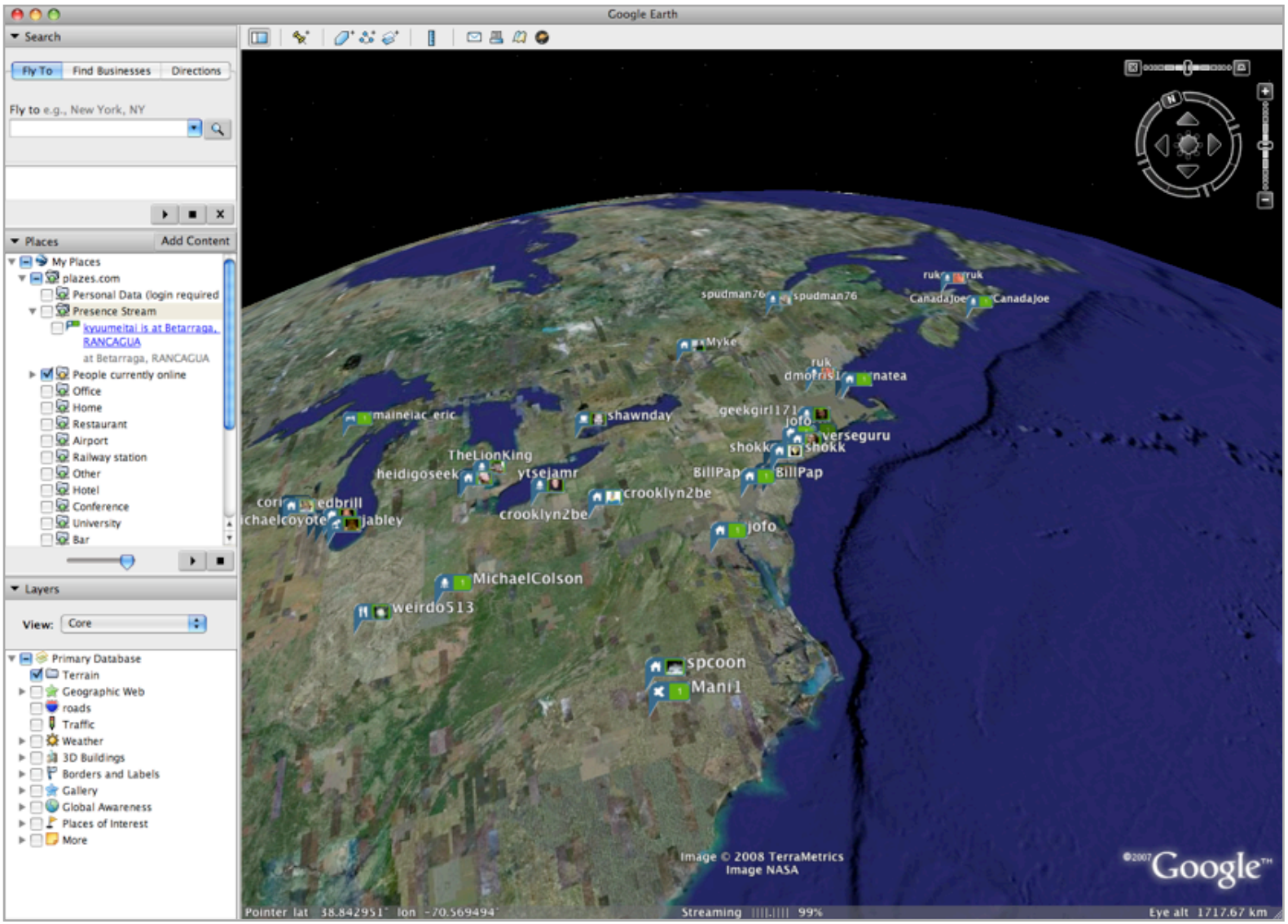
Google Calendar
http://www.google.com/calendar/render?pli=1
Gmail Calendar Documents Photos Reader Web more
reinvented@gmail.com | What's New | Settings | Help | Sign out
Search Public Calendars
Search My Calendars
Show Search Options
Create Event
Quick Add
Today
Feb 3 – 9 2008
Print Day Week Month Next 4 Days Agenda
Sun 2/3 Mon 2/4 Tue 2/5 Wed 2/6 Thu 2/7 Fri 2/8 Sat 2/9
February 2008
My Calendars
Peter Rukavina
Eastern School District Calendar, 2007-2008
June 2007 Trip
The New Yorker
Other Calendars
My Plazes Activities
plazes HQ
Manage calendars
Done

Plazes + iCal

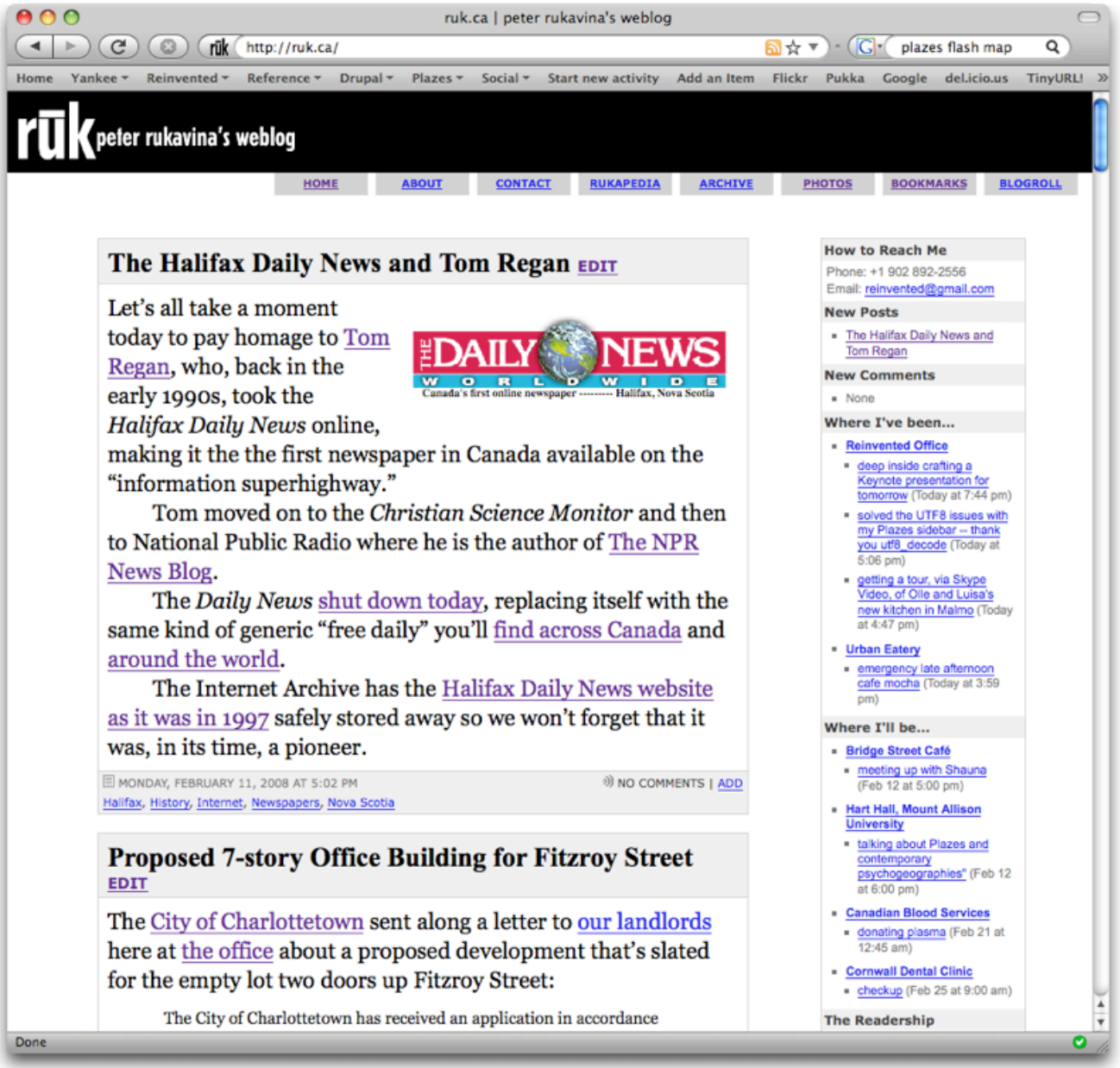

4:36
pm
Tu 2008/02/12
4:21 pm-8:36 pm Just realized (after reading about i18n) th...
5:00 pm-9:15 pm meeting up with Shauna @ Bridge Stree...
6:00 pm-9:00 pm Shauna McCabe in Sackville, Hart Hall...
Card De...
New SMS

Saturday
2008/02/09
8:50am-1:05pm why do I continue to punish myself with Stan Care...
11:03am-3:18pm @ Charlottetown Farmer's Market, Charl...
Options
Exit

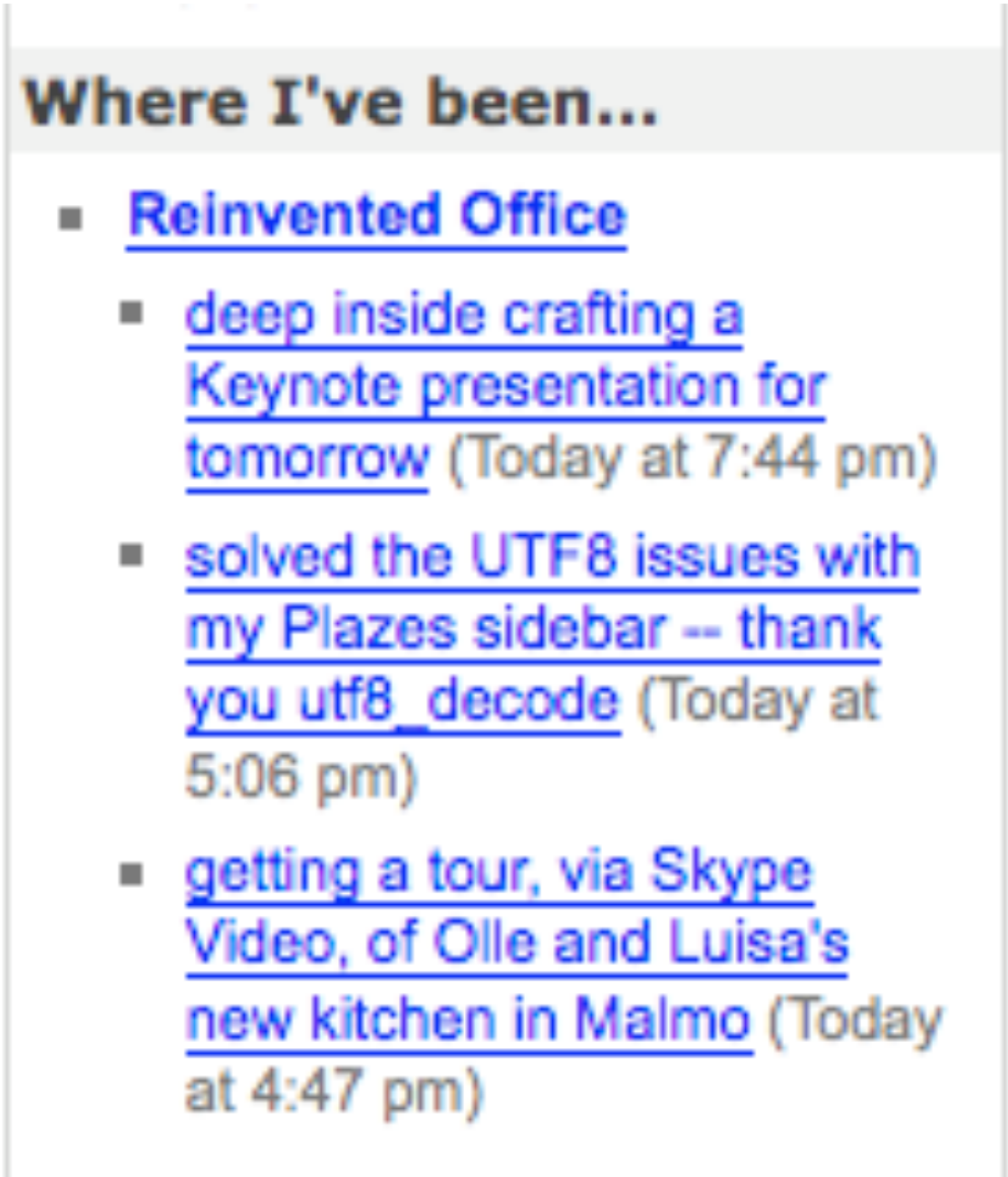
Plazes + Google Earth



Plazes + API


ruk.ca | peter rukavina's weblog
http://ruk.ca/
plazes flash map
Home Yankee Reinvented Reference Drupal Plazes Social Start new activity Add an Item Flickr Pukka Google del.icio.us TinyURL!
rūk peter rukavina's weblog
HOME ABOUT CONTACT RUKAPEDIA ARCHIVE PHOTOS BOOKMARKS BLOGROLL
The Halifax Daily News and Tom Regan EDIT
Let's all take a moment today to pay homage to Tom Regan, who, back in the early 1990s, took the Halifax Daily News online, making it the the first newspaper in Canada available on the "information superhighway."
Tom moved on to the Christian Science Monitor and then to National Public Radio where he is the author of The NPR News Blog.
The Daily News shut down today, replacing itself with the same kind of generic "free daily" you'll find across Canada and around the world.
The Internet Archive has the Halifax Daily News website as it was in 1997 safely stored away so we won't forget that it was, in its time, a pioneer.
THE DAILY NEWS WORLD WIDE
Canada's first online newspaper -------- Halifax, Nova Scotia
MONDAY, FEBRUARY 11, 2008 AT 5:02 PM
NO COMMENTS | ADD
Halifax, History, Internet, Newspapers, Nova Scotia
Proposed 7-story Office Building for Fitzroy Street EDIT
The City of Charlottetown sent along a letter to our landlords here at the office about a proposed development that's slated for the empty lot two doors up Fitzroy Street:
The City of Charlottetown has received an application in accordance
How to Reach Me
Phone: +1 902 892-2556
Email: reinvented@gmail.com
New Posts
The Halifax Daily News and Tom Regan
New Comments
None
Where I've been...
Reinvented Office
deep inside crafting a Keynote presentation for tomorrow (Today at 7:44 pm)
solved the UTF8 issues with my Plazes sidebar -- thank you utf8_decode (Today at 5:06 pm)
getting a tour, via Skype Video, of Olle and Luisa's new kitchen in Malmo (Today at 4:47 pm)
Urban Eatery
emergency late afternoon cafe mocha (Today at 3:59 pm)
Where I'll be...
Bridge Street Café
meeting up with Shauna (Feb 12 at 5:00 pm)
Hart Hall, Mount Allison University
talking about Plazes and contemporary psychogeographies" (Feb 12 at 6:00 pm)
Canadian Blood Services
donating plasma (Feb 21 at 12:45 am)
Cornwall Dental Clinic
checkup (Feb 25 at 9:00 am)
The Readership
Done

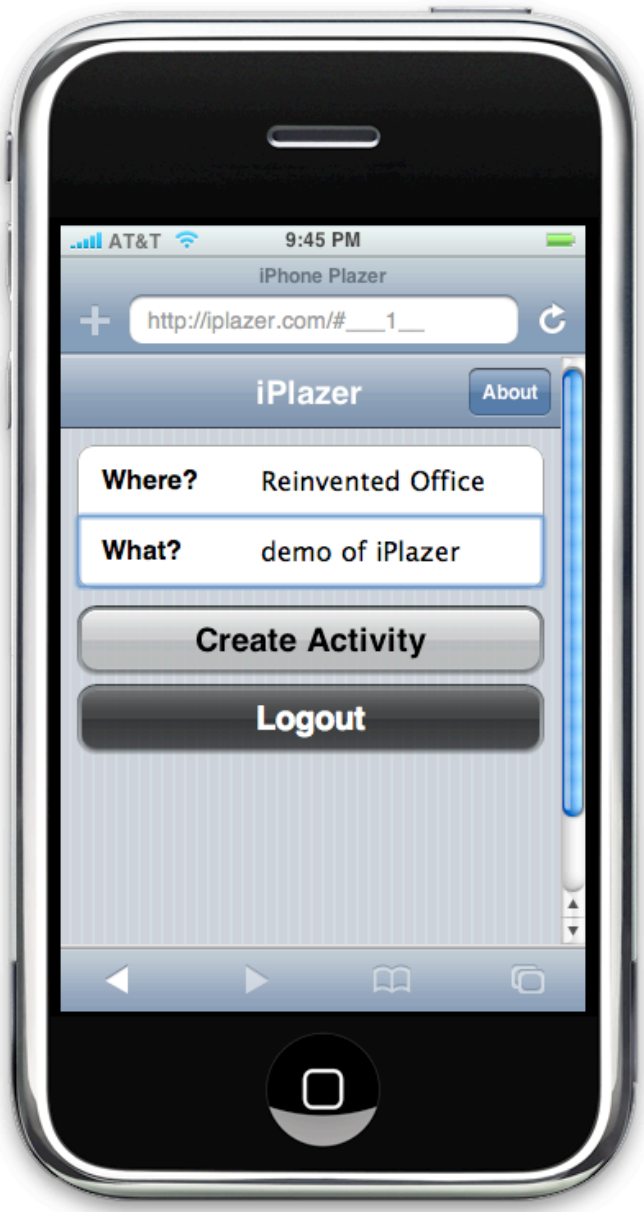
Plazes + API


Where I've been...
Reinvented Office
deep inside crafting a Keynote presentation for tomorrow (Today at 7:44 pm)
solved the UTF8 issues with my Plazes sidebar -- thank you utf8_decode (Today at 5:06 pm)
getting a tour, via Skype Video, of Olle and Luisa's new kitchen in Malmo (Today at 4:47 pm)

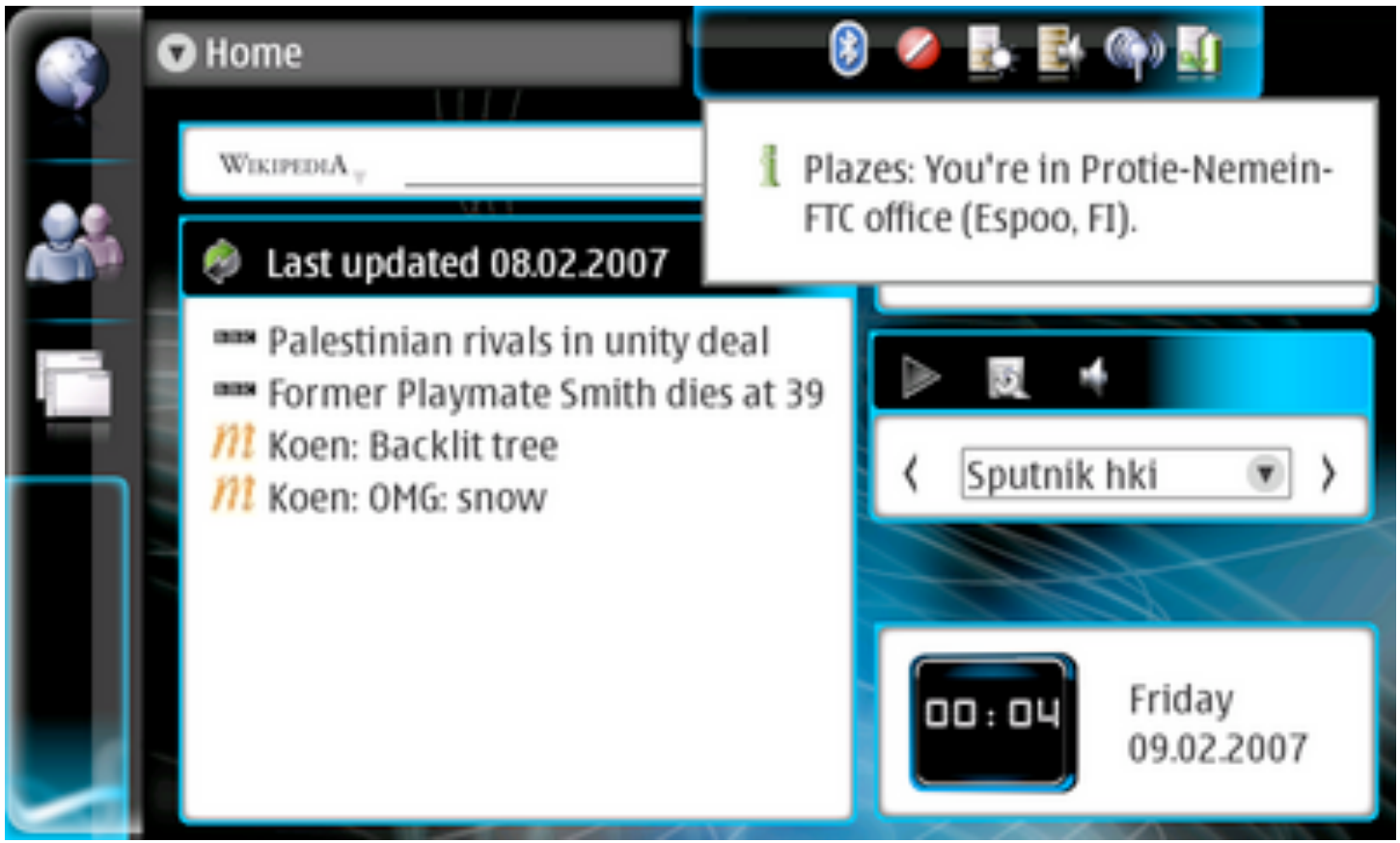
Plazes + API

```
- <plaze>
    <address/>
    <category>university</category>
    <city>SACKVILLE</city>
    <country_code>CA</country_code>
    <created_at type="datetime">2008-01-24T15:52:38Z</created_at>
    <has_free_wifi type="boolean">false</has_free_wifi>
    <id>133646</id>
    <link>http://www.mta.ca/map/tour/hart.html</link>
    <name>Hart Hall, Mount Allison University</name>
    <state>NB</state>
    <timezone>America/Halifax</timezone>
    <updated_at type="datetime">2008-01-24T15:55:56Z</updated_at>
    <zip_code/>
    <latitude type="float">45.8987297214939</latitude>
    <longitude type="float">-64.3700981140137</longitude>
    <country>Canada</country>
  - <picture_url>
      http://plazes.com/pictures/954ee44e57d59c42de778bc5ce5b9477-medium.jpg
    </picture_url>
  </plaze>
```

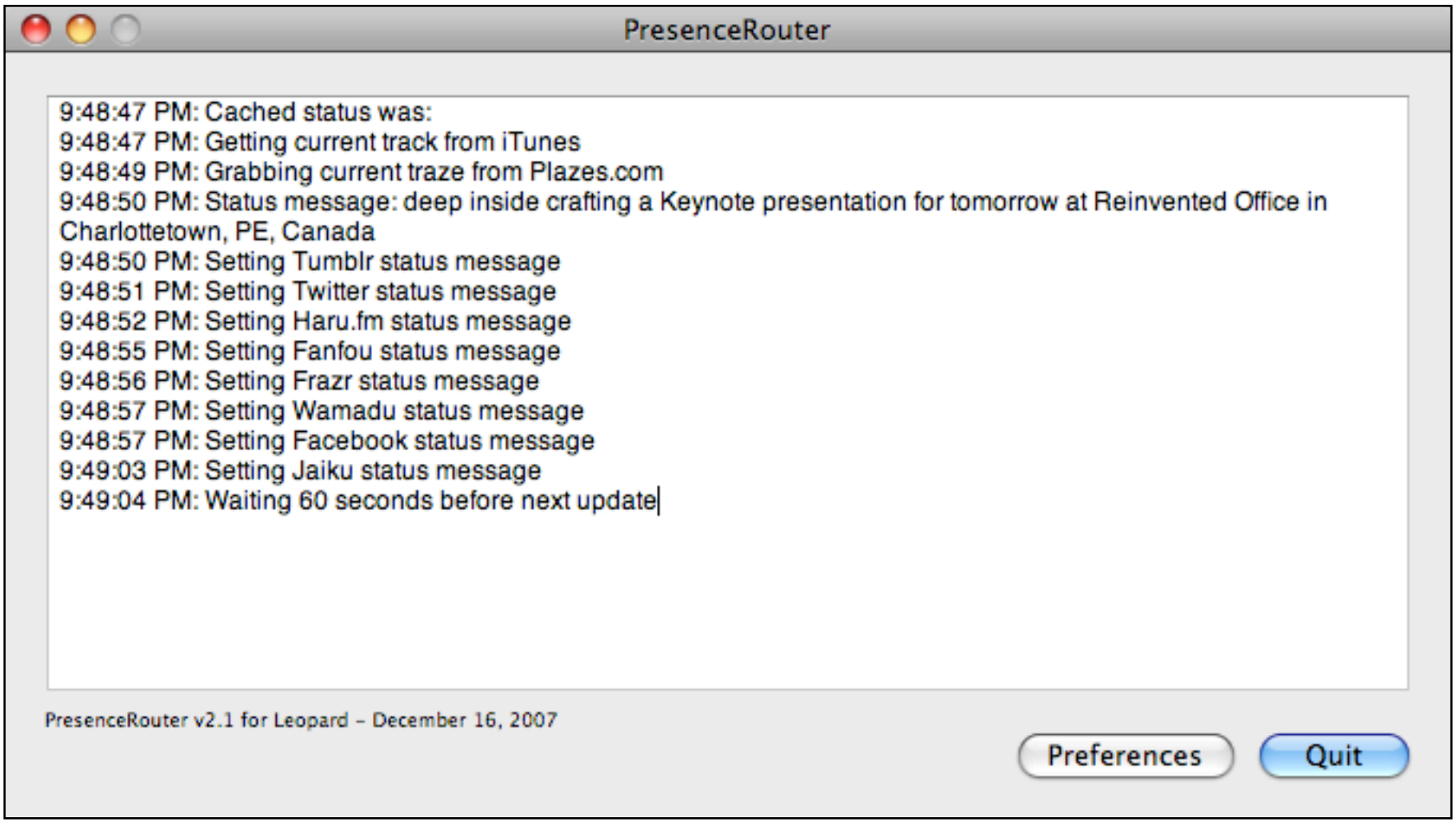
Plazes + API


AT&T
9:45 PM
iPhone Plazer
http://iplazer.com/#___1__
iPlazer
About
Where?
Reinvented Office
What?
demo of iPlazer
Create Activity
Logout

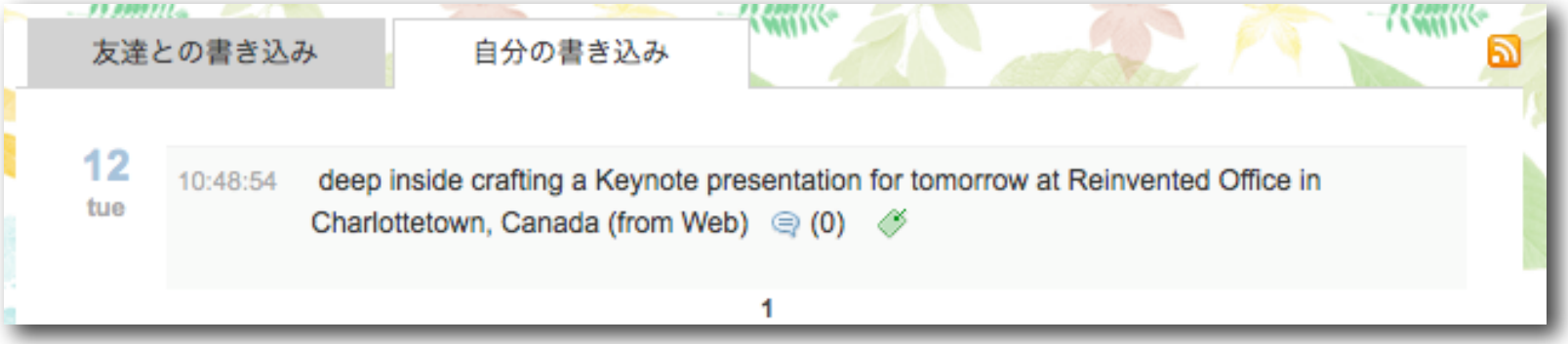
Plazes + API

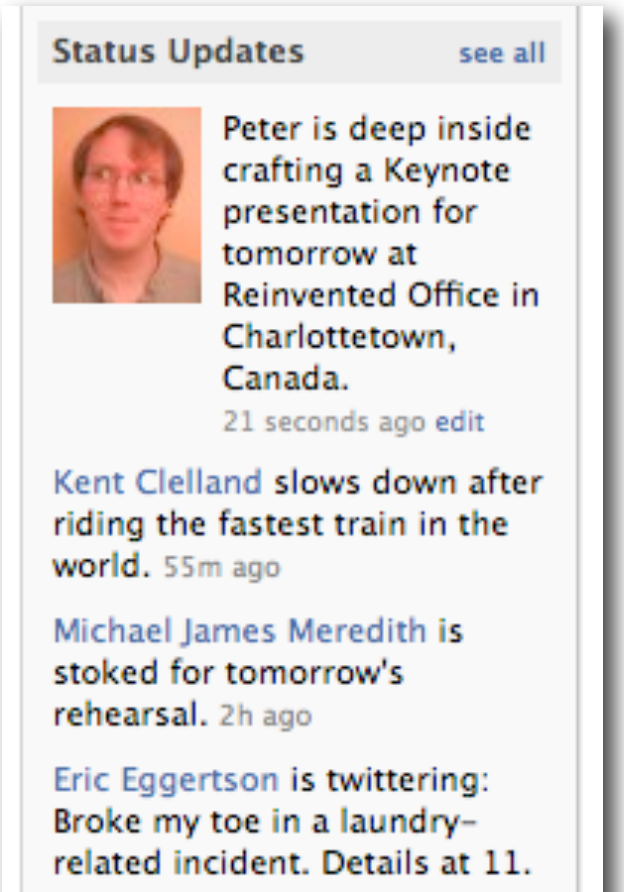

Home
Wikipedia
Last updated 08.02.2007
Palestinian rivals in unity deal
Former Playmate Smith dies at 39
Koen: Backlit tree
Koen: OMG: snow
Plazes: You're in Protie-Nemein-FTC office (Espoo, FI).
Sputnik hki
00:04
Friday
09.02.2007

Plazes + API


PresenceRouter
9:48:47 PM: Cached status was:
9:48:47 PM: Getting current track from iTunes
9:48:49 PM: Grabbing current traze from Plazes.com
9:48:50 PM: Status message: deep inside crafting a Keynote presentation for tomorrow at Reinvented Office in Charlottetown, PE, Canada
9:48:50 PM: Setting Tumblr status message
9:48:51 PM: Setting Twitter status message
9:48:52 PM: Setting Haru.fm status message
9:48:55 PM: Setting Fanfou status message
9:48:56 PM: Setting Frazr status message
9:48:57 PM: Setting Wamadu status message
9:48:57 PM: Setting Facebook status message
9:49:03 PM: Setting Jaiku status message
9:49:04 PM: Waiting 60 seconds before next update
PresenceRouter v2.1 for Leopard – December 16, 2007
Preferences
Quit

Plazes + API


友達との書き込み
自分の書き込み
12
tue
10:48:54 deep inside crafting a Keynote presentation for tomorrow at Reinvented Office in Charlottetown, Canada (from Web) (0)
1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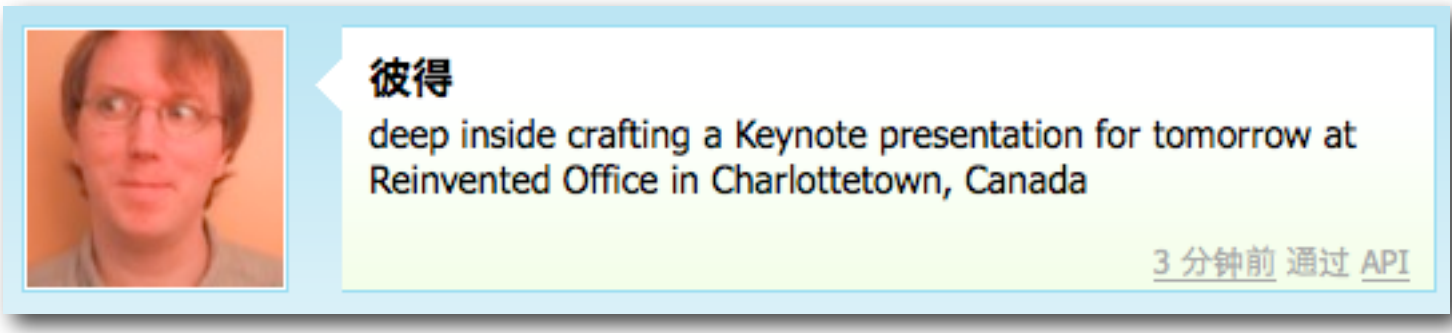
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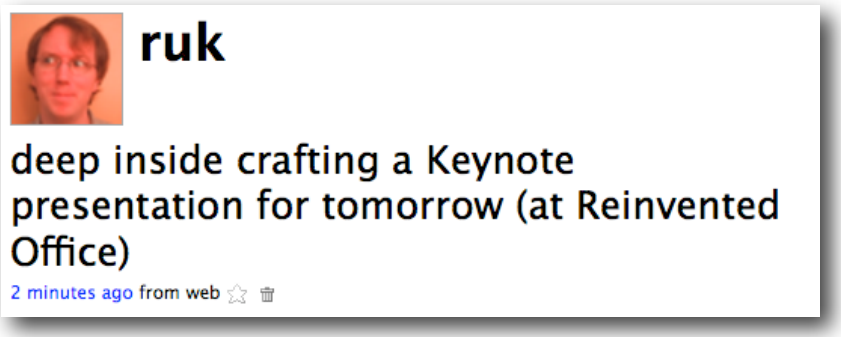
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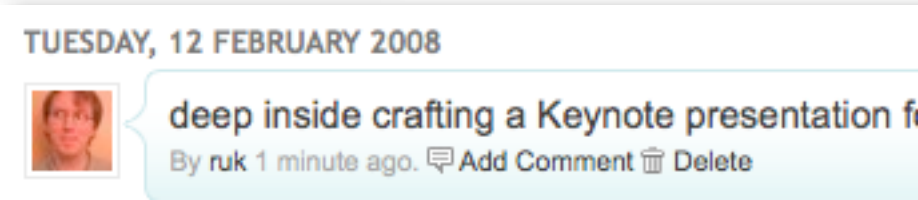
TUESDAY, 12 FEBRUARY 2008
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By ruk 1 minute ago. Add Comment Delete

What's ahead for Plazes?

- Continue to **simplify** the interface (and the concepts).
- Find a way to **monetize** location (without destroying what's good).
- Continue to encourage the development of **third-party applications**.
- Pursue new ways of feeding **ambient data** to narrow down location.

PLAZES

Right Plaze, Right People, Right Time