



BT & io global chooses mxData's Spacemark and LSDE services; connecting people to places

BT MyPlace is the first service of its kind to combine location, personalisation data and convergence to dynamically deliver relevant information and advertising, including restaurant, bars and shopping recommendations to Wi-Fi enabled devices.

The Challenge

In order for BT to provide such a comprehensive service its technology partner io global needed to be able to aggregate a wide range of rich local content dynamically onto a map and around specific locations and then enable users to share this information across different devices where appropriate.

The Solution

io global decided to use mxData's Local Search and Discovery Engine (LSDE) which provided the dynamic aggregation of rich local content from providers such as Top Table and Time Out to consumers on the move. Just what the BT MyPlace service required.

mxData's Spacemark service was also utilised for BT MyPlace enabling people to 'bookmark' information on places, which can then be easily shared with friends and family. Each time a consumer views a Spacemark, descriptions, photographs, what's on information and maps are provided to deliver a rich location-centric service to consumers.

The Benefits

Underpinned by mxData's technology BT MyPlace is the first service of its kind to combine location, personalisation data and convergence to dynamically deliver relevant information and advertising, including restaurant, bars and shopping recommendations to Wi-Fi enabled devices. The service is free to users via any outdoor BT Openzone hotspot in Central London and the West End.

The Spacemark and LSDE services from mxData have enabled this innovative service to work in the marketplace and experience the benefits of Local Search and Discovery.

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"mxData is well regarded in the content aggregation and mobile application space and we are pleased to have them on board as a partner for the BT MyPlace service.

David Tomley, io global Limited

mxData's technology plays a major role in the delivering location-centric content and we look forward to further developing the service with them over the coming months."

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