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What is cu-pda ?

- an online location-aware socializing service
- Allows users to see other users in their vicinity
- Includes instant messaging
- View profiles of friends 3 degrees of separation away
- Exchange video clips and/or pictures



How is it done?

- Cu-pda is written in the Java Programming language
- The server includes an SQL component to store user information
- The client GUI is written in SWT to allow cross platform functionality (notebook, PDA, etc.)
- Data is transferred from the PDA to the server through a wireless 802.11 connection



What is the purpose?

- To combine
 - Personal contact of face-to-face encounter
 - Anonymity and speed of online dating/social networking
 - Portability of mobile devices



Existing Solutions

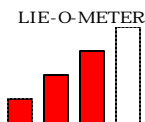
- Online Dating
- Social Networking Websites
- SMS Cell Phone Solutions
- Instant Messaging



Existing Solutions:

Online Dating

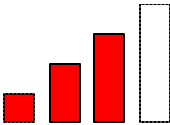
- Match.com, eHarmony, Yahoo! Personals, LavaLife, etc.
- To use the service users must be in front of a computer (notebook or PC)
- No location-aware functionality
- Long delay between online and physical encounters
- Allows for inaccurate representations



Existing Solutions: Social Networking Websites

- Friendster, Orkut, Facebook, LinkedIn, MySpace, etc.
- No location-aware component
- Very similar to dating websites, except the primary goal is self-promotion
- Not designed to encourage meeting in person

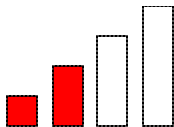
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Existing Solutions: SMS Cell Phone Solutions

- Dodgeball.com, SmartFlirts, MobileMatch (Match.com), etc.
- Users must manually upload their location through a text message
- Cannot exchange profile information
- Limited to using text-messages, no GUI

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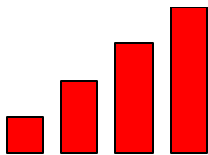


Existing Solutions:

Instant Messaging

- AIM, MSN Messenger, Yahoo! Messenger
- Requires a PC
- No location-aware component
- Designed only for communication, not for encounters

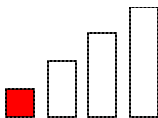
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cu-pda is better

- Takes the positive attributes of the existing solutions and combines them into one simple application
- Instant Feedback from a potential friend
- Location-aware
- Keeps people honest because they are physically nearby
- Encourages people, who might not have met otherwise, to interact

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Overview

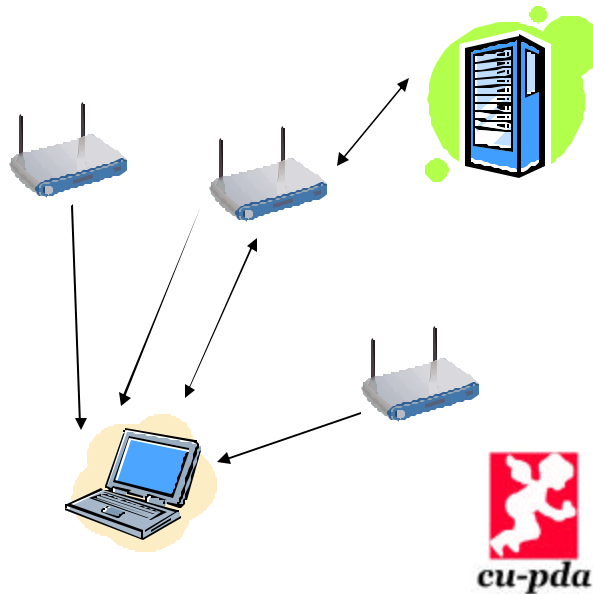
Step 1: User with mobile device starts cu-pda

Step 2: Placelab calculates location based on available access points

Step 3: Client sends its location to the cu-pda Server

Step 4: Server returns users who are near client

Step 5: User's buddy list is populated with other cu-pda user's around her



What we learned

- How to program in Java !
- Java makes programming network dependent applications easier
- Server-Client architecture
- Simple GUI design
- Mobile Dating/ Social Networking Industry
- Product Development – from concept to prototype



Challenges

- Learning how to use a new programming language
- Resolving threading issues in Java
- Combining SWT, Java, and SQL
- Porting Java applications to a Windows CE PDA
- Need access to the internet to program !
- Dividing a large technical project into smaller tasks



For the Future...

- Extend application to support streaming media
- Test on multiple platforms
- Localization for language support
- Functionality in more diverse network situations
- Find a novel way to create income without compromising the service
- Add safety features – SOS distress call

