Introduction

- **Motivation**: the popularity of smart phones, and availability of data allow us to create an application that provide students with useful services, and allow them to share their experience.

- Integrate various types of data, including public data (Google Map, Facebook, Twitter), user data (picture, location), USC's private data (event, alert)

- Uses the four dimensions of "what, when, where and who", and allow USC community members to easily add their own apps.

Motivation

- **Geo-Immersion**
  - Blends the real world and geo-realistic virtual world
  - Enable immersive data access, querying and analysis
  - Provide advanced solutions for existing applications, as well as novel solutions for new applications.

- **iCampus desktop extension**
  - Convenient: information at your fingertips
  - Faster communication: stay connected
  - Location-based services: context awareness

System Architecture

- Geo-social mobile technologies
- Standard three-tiers application
- Desktop browsers and mobile interfaces (Android, iPhone)
- Participatory sensing (user data collection)

Related Research

- Participatory sensing/privacy: users share their image, location, trajectory
- Trajectory pattern mining from users’ history location
- Real-time data streaming/query/integration: database, performance
- Mobile geo-social technologies/applications

Conclusion and Future Work

- Collect more data such as user generated videos, Twitter/Facebook messages about USC
- Develop more features of geo-social apps, including check in/out