





# Location-Based Services

ETSINF - Erasmus IP  
Istanbul 2014



# What is LBS?



- An Erasmus Intensive Program focused on the development of mobile apps for the tourism sector
  - ... designing for all  ... and geolocalising 
  - ... enforcing student's technical skills in the development of mobile apps
  - ... training students planning, management, development and communication abilities
  - ... increasing student's entrepreneurial competences
- **This is how LBS contributes to the development of a future leadership of Europe in the domain of mobile computing**



# Why LBS?



It is simple:

**Because the future matters,  
and the future is mobile**





# Approach



- Real-life approach: produce killer apps for the Tourist industry of *City\_Name\_Here*
- 6 ECTS credits: 3 at Home and 3 Abroad
- The work structures in three phases:
  1. Specification (Home)
    - Provide an app specification → look for client GO
    - Distribute your specification to another team → Outsourcing
  2. Development (Home)
    - Design & implement the received spec → look for Contractor GO
    - Supervise the development of the team developing your specification → Subcontractor relationship
  3. Improvement, communication & distribution (Abroad)
    - Review of provided products → Presentations by contractors & feedback from other working teams
    - Improvement of provided products
    - Distribution and test of finally delivered apps
- Some well-focused lectures and industrial talks will complement students' training

# 2012 Experience

## Sundsvall, Sweden



- <http://lbs.intensiveprogramme.eu>



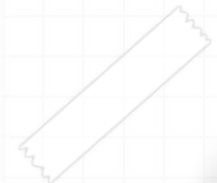
Lectures & Professional Seminars

# 2013 Experience

## Amsterdam, The Netherlands



- <http://www.intensiveprogramme.eu/groups/ip-location-based-services>



# 2014 Experience

## Istanbul, Turkey



- Location: Yeditepe University, Turkey
- Dates: 22 April – 3 May 2014
- Students contribution: 50€ (social activities) + 25% of costs
  - Europe only supports 75% of travel and subsistence costs
  - Economical support will be requested to the ETSINF in order to cover the 25% of costs non-covered by Europe
- Organized events: since not everything is work... TBD



# Selection Process



- Applications
  - Period: 15-26 January 2014
- Targeted population
  - Students of II (5th year), GII (3rd-4th year) and ITIS/ITIG (PFC pending)
  - ETSINF Erasmus students are welcome
- Selection criteria
  - Academic curricula
  - Background on mobile programming (not essential)
  - English communication and writing abilities
  - Motivation and eager to learn
  - Priority to students that have not participated so far in any other Erasmus IP
- Selection announcement: 27-31 January 2014
- Kick-off meeting: 3-7 February 2014





# Applications



- Transcript of records
  - Motivation letter (1 sheet max)
  - Certificates of courses related to mobile devices programming
  - Language certificates
  - List of ETSINF courses followed in English
  - Any certificate of participation on any international initiative, such as UPV mentor programme, seminars in English, etc.
- ⇒ Generate a PDF with all the required documentation that must be electronically submitted



# Further information



- LBS contact at ETSINF
  - Juan Carlos Ruiz ([jcruizg@disca.upv.es](mailto:jcruizg@disca.upv.es))
  - David de Andrés ([ddandres@disca.upv.es](mailto:ddandres@disca.upv.es))
- ETSINF Academic Exchange Blog: <http://intacadetsinf.blogs.upv.es>
- LBS website: <http://lbs.intensiveprogramme.eu>
- Yeditepe University: <http://www.yeditepe.edu.tr/>



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