



Mobile Dating

A combination of profile and location-based services

Short description

G&D's mobile dating service is a location and profile-based service which helps the user to find a friend, partner or just somebody for a joint adventure nearby. The user registers for the service and defines a profile for himself and for the person he is looking for. Registration or updating of the profile can be managed over the air (OTA) or via the Internet.

Operator benefits

- Ready-to-use mobile service application which can be easily adapted to specific operator needs
- G&D mobile dating addresses young end users, thus helping to gain new and keep existing customers in this target group
- Quick installation as well as easy distribution and maintenance because of SIM browser technology
- Ease of use for subscribers due to simple menu structure

G&D's scope of products and services

- mobile dating application and customisation
- Wireless Internet Gateway for browser technology
- Customization for mobile dating template to implement new requirements
- Designed with Browser Suite

Detailed description

G&D's mobile dating application is a comfortable service which matches location data with profile data. The personal profile of each participant can be installed and used via various channels such as an Internet site or the mobile phone itself. The matching of the profiles is based on cell identification. If profiles match, the corresponding parties receive a message by SMS about the profile identified. It is then possible to either send an SMS to the found person, call him/her or ignore the found profile immediately and also in the future.



People using G&D's mobile dating application can also activate an anonymous communication function (mobile phone number is not shown) upon request.

The principle of mobile dating can also be used for profile-based services other than dating, for example a smart shopping service to look for a specific product or a mobile marketing channel informing individual target groups of current promotion activities of shops in the same cell.

Network infrastructure for m-dating application

