

Connecting the active lifestyle and wellness crowd



Company Overview

Bones in Motion (BiM) is an award winning location-based services (LBS) application and services developer. Bones in Motion applications connect active lifestyle and wellness oriented communities via LBS and automate the capture and sharing of user-generated content on the Web for mobile phones. Located in Austin, Texas, Bones in Motion has emerged as one of the top innovators in the LBS field.

Company: Bones in Motion
Headquarters: Austin, TX
Founded: January 2003
Web site: www.bonesinmotion.com
BREW Developer since: March 2004

Founded by CTO Jon Werner, Bones in Motion was created to leverage the convenience of location-enabled mobile phones and Web-based networks for a variety of lifestyle services. With the convergence of GPS, music, Web connectivity, audio and video, Bones in Motion prides itself on creating applications that are vehicles for extending the wireless experience beyond simply voice to that of a motivating social connector for fun, fitness, sports, health and personal safety.

Activities such as running and cycling served as the initial market entry point, with Bones in Motion connecting consumers who wanted to capture and share their biking or running performance numbers with other Bones in Motion users. The first Bones in Motion products, BiM Active and BiM Active Online, are fitness tracking and logging solutions for people motivated to live healthier lifestyles and track their progress.

Today, BiM Active turns a GPS phone into a "portable life recorder," as the company terms it, which can be taken with users to enhance outdoor activities and enable them to share their location and other relevant information about their run or bike ride. BiM Active can track distance traveled, speed and calories burned with any phone enabled with GPS capabilities. Consumers can view maps and charts on their phone and track their progress online with wireless uploads to their personal Web accounts. Additionally, users can create new routes on Google maps and blog about their fitness results instantly.

Signifying its success, Bones in Motion won the Best Location-Based Service Application for its signature application BiM Active at the BREW 2007 Conference. Bones in Motion credits Qualcomm's BREW® solution for much of its success and cites many benefits from developing services for BREW.

According to Bones in Motion, BREW allows for a consistent process of implementation and features across a wide range of phone models and manufacturers. Bones in Motion also submits to a single and consistent source for testing and certification, NSTL, which further simplifies its process for developing wireless applications.

Bones in Motion chose to develop for BREW because of the portability across a multitude of mobile operators. Furthermore, in creating applications for BREW they are able to take full advantage of Qualcomm's gpsOne technology for accurate location information. They also benefit from the integrated ecosystem that helps Bones in Motion market and commercialize their application by connecting end users, carriers, OEMs and

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Bones in Motion: The **next evolution** in fitness... mobile!

application developers. The current commercially-available applications from Bones in Motion can be found on the decks of major U.S. operators, including Verizon Wireless, Sprint and Alltel. In addition, Bones in Motion has recently moved into the international market and has partnered with operators Telecom Italia in Italy and Iusacell in Mexico. The success of the Bones in Motion and BREW relationship is evident; the company notes that it has sold more applications for BREW than it has sold on any other wireless data solution for which it builds applications.

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BiM Active for BREW offers an easy to use solution and a positive market association with a highly desirable consumer demographic.”

Moving forward, Bones in Motion is looking to add additional lifestyle applications to its overall solution. These new lifestyle applications will incorporate fitness and diet, as well as other types of sports such as snow sports, golf and more. Bones in Motion’s current plan is to leverage more multimedia services and provide a tighter integration with other applications running on the user’s phone.

Bones in Motion notes their biggest obstacle for growth in the mobile application space is the overall education of today’s mobile market. Once consumers become educated on the capabilities of mobile applications they’ll be more likely

to download specific applications relevant to them. Bones in Motion also notes that taking the friction out of the installation process of applications on mobile phones and creating a better user experience is a major part to their growth and success.

Discovery, ease of use and Web integration... these are the words characterizing Bones in Motion’s vision for the future of wireless applications in the LBS industry.

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