

## **Data Modelling and Processing in Map-Based Mobile Services**

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### **Abstract**

We are now living in a mobile information era, which is fundamentally changing science and society. Location Based Services (LBS), particularly map-based mobile services, which deliver information depending on the location of the (mobile) device and user, play a key role in this mobile information era. In this talk, I will first briefly review the ongoing evolution and recent research trends of this scientific field. To motivate further research and stimulate collective efforts, the talk will then focus on the open research challenges on data modelling and processing that are essential for map-based mobile services, setting a research agenda to ‘positively’ shape the future of our mobile information society.

**Keywords:** location based services, data modelling, data processing, mobile services