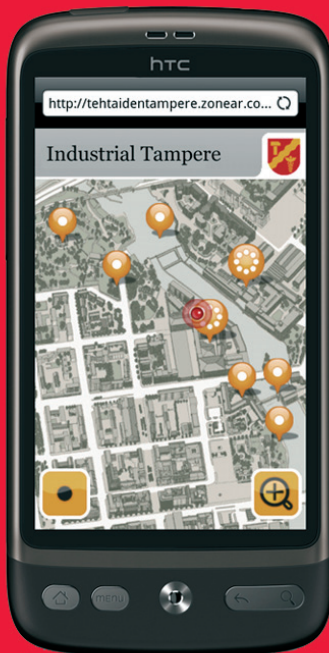


# ZONEAR

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UUSI  
TEHDAS  
/NEW  
FACTORY

Protomo



New Factory is the place where you can refine ideas into products and services for different needs. Demola, Protomo, Suuntaamo and Startupstairs are machines of New Factory. New Factory is operated by Hermia Ltd.

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# ZONEAR

## The solution

Zonear provides solutions for problems related to the location and ge positioning of companies and organisations: it develops visually and functionally customisable map-based mobile guides that can be used to combine geographically dispersed destinations under one theme or brand.

## The team

Zonear grew out of a Nokia Demola Innosummer project during the summer of 2009. The outcome of the project was Local Buddy, a concept and prototype of a community-based city guide for mobile devices. When Nokia decided not to pursue the development of the concept, the people behind the project decided to boldly push ahead on their own.

## The project

The development of the concept and prototype was continued further after the Demola Innosummer project. A new team was formed in the beginning of 2010 and the project was continued in Protomo. During the idea stage in spring 2010, the project's focus turned to separate smaller mobile applications and the project was given the name Zonear.

## The future

Zonear is an expert in ge positioning that is quickly carving a niche for itself in the world markets: the company has enjoyed rapid growth and is aiming for internationalisation during 2011. The company's diverse customer base includes museums, major events such as conferences and festivals, travel destinations, shopping centres and restaurant chains.



- Mobile applications are the new Internet revolution and they are here today. Zonear helps its clients get a head start in reaping the benefits of positioning-based marketing on mobile devices and reach their target audience anywhere and any time, says Timo Pietilä, CEO and co-founder at Zonear.