OneSpace is all about connecting users with shared interest. Users’ interest derive from their current locations in the physical world as well their browsing behavior in the virtual world. As a cyber-physical social network, OneSpace enables new and enhanced services.

**Social Network Evolution**

1. **1st Generation**
   - Online Social Networks
   - Facebook
   - Google+

2. **2nd Generation**
   - Location-based Social Networks
   - Tinder
   - Foursquare

3. **3rd Generation**
   - Cyber-Physical Social Networks
   - OneSpace

**Overview**

- User Interests
- Linked Locations
- World Wide Web
- Physical World

**Enhanced and Novel Services**

- On-demand Information
- Ad-hoc Socializing
- Geo-Social Search
- Targeted Advertising
- Gaming
- Entertainment

**Frontend Applications**

- Browser add-on – different views
  - User Barney is browsing the website of the MBS hotel

- Smartphone application
  - Mobile user Homer is close or even in the MBS hotel

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