

ADVANCED PERSONALIZATION OF LOCATION BASED SERVICES

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Abstract: This article explores possible solutions for improving Location Based Services (LBS). For the purpose of this paper context, user profile, previous choices and the choice profiles of similar users are aspects taken into consideration. A possible implementation of an LBS system, in the form of a public transport route finding application based on genetic algorithms is also presented. The proposed application uses semantic tagging to integrate data from multiple sources and sensors into a single interpretation.

Keywords: Knowledge Management, Geographic Information Systems, Location-based Services, Semantic Web

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