Location Verification API

China Telecom helps the elderly order taxis

Case study for ride hailing by the elderly using the CAMARA standardised Location Verification API - View API Descriptions

Business Problem

Only 24% of elderly individuals in China are able to use smartphones to assist with their daily lives, according to one survey. Struggling to access navigation and online ride-hailing services on their handsets, the elderly may wait for extended periods on the roadside to find a taxi.

Technical Solution

Drawing on China Telecom's Device Location API, based on the CAMARA Location Verification API, and an internally developed voice-only large AI model, China Telecom's new TeleNavi technology can determine a user's position to within five meters after just 25 seconds of voice interaction.

Impact

In a commercial pilot in Rizhao City of Shandong Province and Shangzhi City of Heilongjiang Province, the system significantly improved the transportation experience of about 600,000 elderly users by addressing both GPS limitations and dialect barriers, while driving CNY7 million of additional revenue from value-added services.

Value

TeleNavi can help provide accurate and timely ride hailing and real-time navigation services to help the elderly move around. The system, which can complement existing positioning methods, could also support other use cases, such as emergency search and rescue.

"TeleNavi helps the elderly overcome the travel dilemmas of the digital age, share the benefits of technological development, and enables those who are increasingly left behind by the smart era to truly perceive and use AI, bridging the digital divide and staying connected with the intelligent era."

China Telecom

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