

BUSINESS The Chronicle with Bloomberg

TECH CHRONICLES *A daily dose of postings from The Chronicle's technology blog (sfgate.com/blogs/tech)*

Look out Facebook Places, two overseas companies tout next-gen physical tie-ins

In the United States, Facebook has just introduced its Places feature, which lets members check in to where they are in the real world.

But there are at least two companies overseas that are working on technology that could prove to be a glimpse of the next generation of Places — real-world Facebook “Like” buttons that tie physical places or objects back to the virtual social network.

In Israel, a teen resort park called Coca-Cola Village this summer placed actual Facebook Like tags on various activities around the facility, such as at the swimming pool or games. And each guest received a bracelet with an RFID chip programmed with their Facebook

accounts and password.

The Like signs would pick up the RFID signals and post check-ins on the teens' Facebook walls. They were also tagged in photos taken by the village.

According to the advertising blog Adland.com, the system was developed by an Israeli advertising agency called Publicis E-Dologic.

According to company CEO Enon Landenberg, “The Like machine” opens “the possibility to involve your Facebook friends in events and experiences that are happening to you around the world.”

Meanwhile in Spain, a company called Macanudos.es says it is developing a physical Like button of its own.

In an e-mail to The Chronicle, with



Macanudos.es

Spain's Macanudos.es uses a two-dimensional bar code for its “Like” button and when it is scanned with a mobile device, it updates the user's Facebook page.

the photo above showing a tree with a Like button tag, company head Gabriel Medina said the tag uses a printed QR Code, a two-dimensional bar code.

When scanned by a mobile device, the tag links to Facebook, letting users post updates or comments as they would with the virtual Like button.

“This option can be used on any object and service, from a press article, a poster announcing a performance, to a restaurant,” and could become “a bridge” between physical and digital worlds, Medina wrote.

— Ryan Kim and Benny Evangelista

ACQUISITIONS

Intel closes in on purchase of Infineon's wireless unit

By Ragnhild Kjetland, Aaron Kirchfeld and Ian King
BLOOMBERG NEWS

Intel Corp., the world's largest chip-maker, is close to an agreement to buy Infineon Technologies AG's wireless business, three people with direct knowledge of the discussions said.

An announcement could come as early as this week, the people said, declining to be identified because the talks are private. Infineon, Europe's second-largest chipmaker, is seeking about about \$1.91 billion for its wireless business, two people familiar with the talks said on Aug. 2.

A purchase of the unit, which makes processors used in Apple Inc.'s iPhone, follows Intel's \$7.68 billion acquisition

of McAfee Inc., announced Aug. 19. Chief Executive Officer Paul Otellini is using deals to get chips into a wider range of devices. While Intel semiconductor run more than 80 percent of the world's personal computers, they're absent from phones now on the market.

“Intel's big strategy is to be at the heart of computing everywhere,” said Alex Gauna, an analyst at JMP Securities LLC in San Francisco, who rates the company “market outperform” and doesn't own the shares. “The McAfee acquisition helps make that a secure equation and a potential Infineon acquisition would give them inroads in the mobility space.

Intel has the cash and is “sophisticated enough” to manage both purchases

at the same time, Gauna said.

The Infineon unit, which also makes chips for Samsung Electronics Co.'s Galaxy S phone, had sales of \$439 million in the fiscal third quarter, a 38 percent increase from a year earlier. The gains were mainly due to a “ramp-up of new smart phone and entry-level phone platforms at several major customers,” Infineon said last month.

Infineon spokesman Kay Laudien declined to comment, as did Martin Strobel, an Intel spokesman in Germany.

Intel is hitching its mobile ambitions to a scaled-down version of its PC chips called Atom. The company has signed agreements aimed at landing its products in devices made by Nokia Oyj and LG Electronics Inc.

The market for processors that run smart phones is dominated by technology from ARM Holdings, which licenses its designs to companies including Qualcomm Inc., Texas Instruments Inc. and Samsung. Qualcomm produces chips that combine the functions of applications and baseband processors.

Infineon said on Aug. 2 that it had made significant progress in talks with potential buyers, whom it declined to name. The “objective of a potential transaction is the strategic development” of the unit, the German company said at the time.

Infineon makes the baseband processors that control radio functions of phones. Intel processors run the software that powers the handsets.

THE WALK-THROUGH

By BlockShopper San Francisco

Twice a week, The Chronicle features a local home on the market that caught our eye for its architecture, history or character. See more photos at sfgate.com/ZHQD.

Address: 93 States St., San Francisco

Asking price: \$1.545 million

Description: Completely remodeled in 2006, this Craftsman home in Corona Heights features a modern interior with old-fashioned touches. The living room, on the main level, offers a wood-burning fireplace and coved ceilings; a formal dining room has custom built-ins. The upper level houses two bedrooms, including the master suite, which is lined by a wall of windows, and a bathroom with a dual vanity, soaking tub and separate shower stall. The lower level is home to a private third bedroom and seating area that could function as guest quarters. It opens to a deck and garden. The property,

which has views of Eureka Valley and the bay, also comes with two-car parking.

Don't miss: The kitchen is equipped with Sub-Zero refrigerator, Wolf six-burner range, Bosch dishwasher, 52-bottle wine fridge, built-in stereo system and bar area that opens up to the family room.

Built: 1917

Size: Three bedrooms, two baths, 2,286 square feet

For more information: Beverly Barnett-Escamilla, Pacific Union International, (415) 345-3137. beverly@beverlybarnett.com.

Send submissions for The Walk-Through to realestate@sfcronicle.com.



Photos by Open Homes Photography

The home's lower level is a third bedroom with a sitting area that can be used as guest quarters.



The Craftsman home's master bedroom features original coved ceilings and a wall of glass windows.

Ship Traffic

Due to arrive today

SHIP	FROM	PORT
Cinnamon	Unknown	SFO
Maersk Mytilini	Los Angeles	OAK
Northern Vitality	Long Beach	OAK
Maersk Sheerness	Los Angeles	OAK
MOL Partner	Los Angeles	OAK
Leda Trader	Los Angeles	OAK
Xin Ya Zhou	Los Angeles	OAK

Due to depart today

SHIP	TO	PORT
Magnum Energy	Kaohsiung, Taiwan	SFO
YM Bamboo	Keelung, Taiwan	OAK
Maersk Mytilini	Kaohsiung	OAK
Maersk Sheerness	Dalian, China	OAK
Northern Vitality	Manzanillo, Mexico	OAK
CL Antwerp	Unknown	SFO
Great Resource	Portland	SFO
Xin Ya Zhou	Qingdao, China	OAK
MOL Endurance	Tokyo	OAK
APL Korea	Yokohama, Japan	OAK
Hanjin Dallas	Busan, South Korea	OAK

Source: San Francisco Marine Exchange



This 1917 Craftsman was remodeled in 2006.

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DILBERT By Scott Adams



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