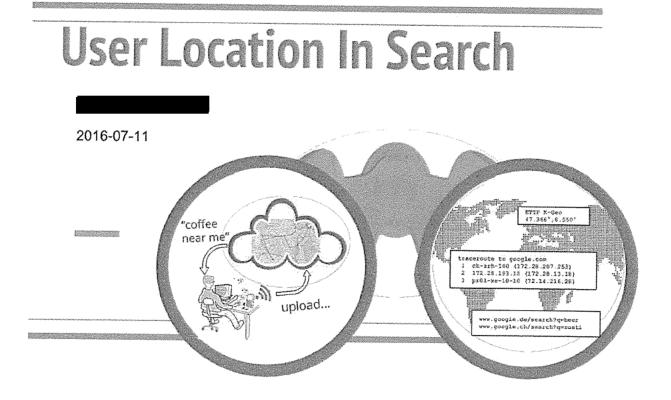
# Exhibit 71

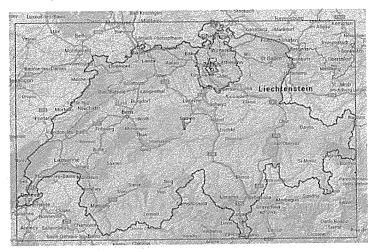


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AD THE PERSON AS IN	EXHIBIT NO. 71	Nauto Manager and
COLORIS OF	P. Frederickson, CSR, CCR	C. Statistics

### Mission

*Provide the most accurate user location available and use this location to improve the user experience.* 

- Users expect Google to know where they are
- Implicit location queries ("restaurants" vs "restaurants zurich")
- Other types of location:
  - Area Of Interest (AOI)
  - Machine Location



### **User Location** Besides Search and Ads, are used by 250+ clients at Google. G fahrschule Ļ Google Note: Query does not mention a Mr. Felix Haas 🔘 location fahrschule 6 х ALT-WIEDIKON Fahrschule Lets I Drive ALLE RILDER MAPS VIDEOS NEWS ENGE User Location is used in search for Fahrschule Ivan Mikulic Zürich Purdstrasse [2] local results, weather, movies and also Fahrschule - nur Fr 50 - Fahrschule æ blasing web-results Winterthur - bigfahrschule.ch Fahrschule Lets | Drive ×. 2 reviews · 450,0 m www.bigfahrschule.ch/ Fahrschule - Daniel Aregger CALL Fahrschule Winterthur Ľ, 076 205 20 55 anrufen ANRUE Fahrschule Ivan Mikulic Zürich Also used to serve local Ads which N. de 4.7 大大大大 (5) · 550.0 m account for a substantial % of Google's Fahrschule - Attraktive Abonnements-0: Fahrschule · Seestrasse revenue. Preise - MStrebel.ch CALL Open until 20:00 www.mstrebel.ch/Fahrschule Jetzt anmelden und profitieren! Mr. Felix Haas C 0800 181 818 anrufen 1 No reviews · 450,0 m ANRUF Motorrad Grundkurs - Verkehrskunde Fahrschule · Steinstrasse CALL Location Is determined based on a variety of signals including user's Theorieprüfung Auto 2016 ĝ history, IP, etc Next > Zurich - From your Internet address

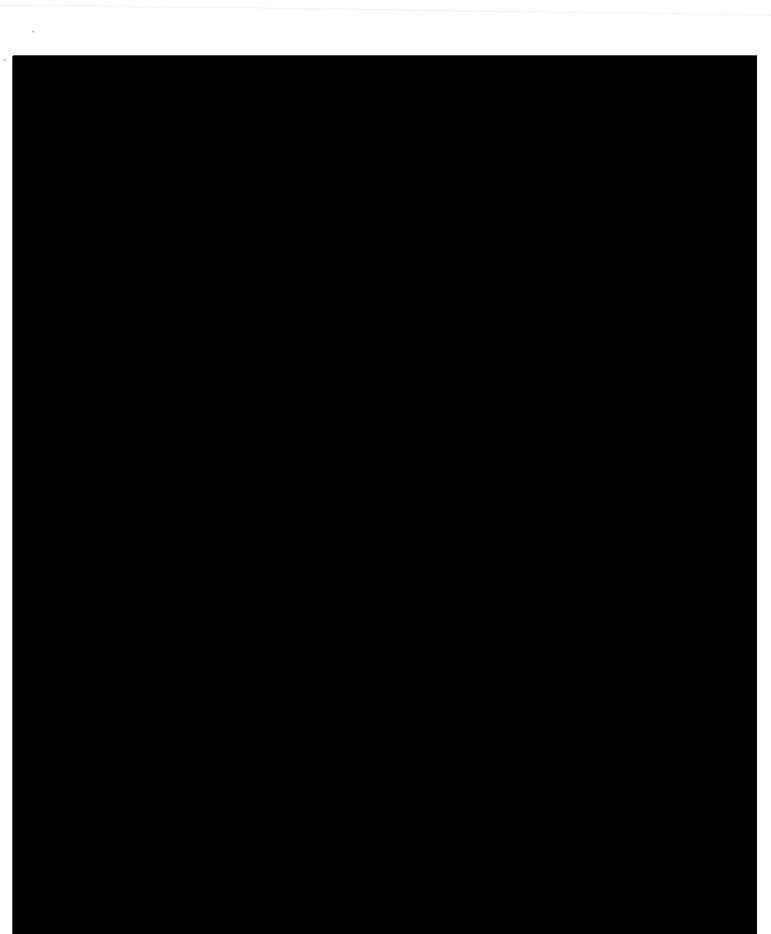
are

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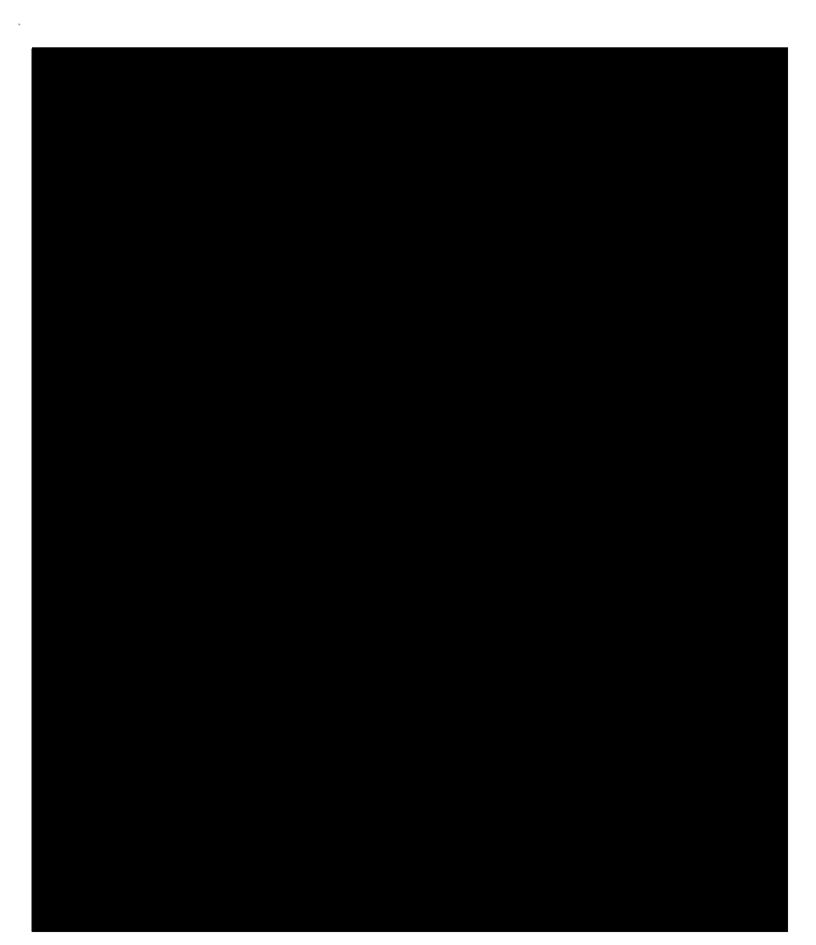
### Headroom

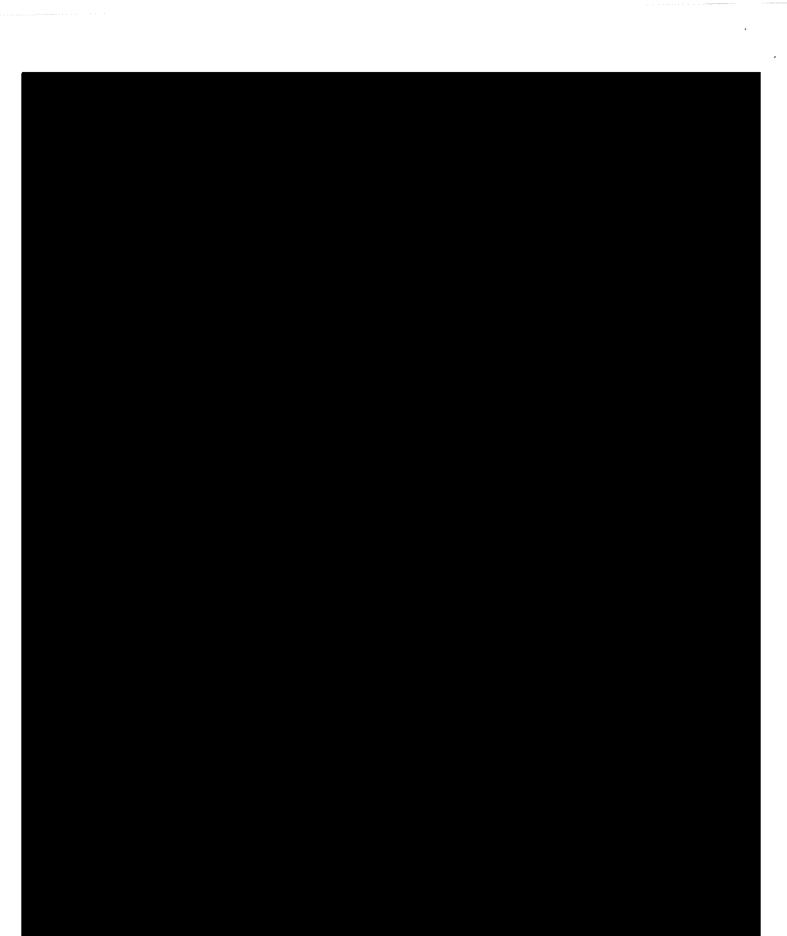
Only <u>of users</u> who turn off device location do it for privacy. Most of the other are concerned about battery.

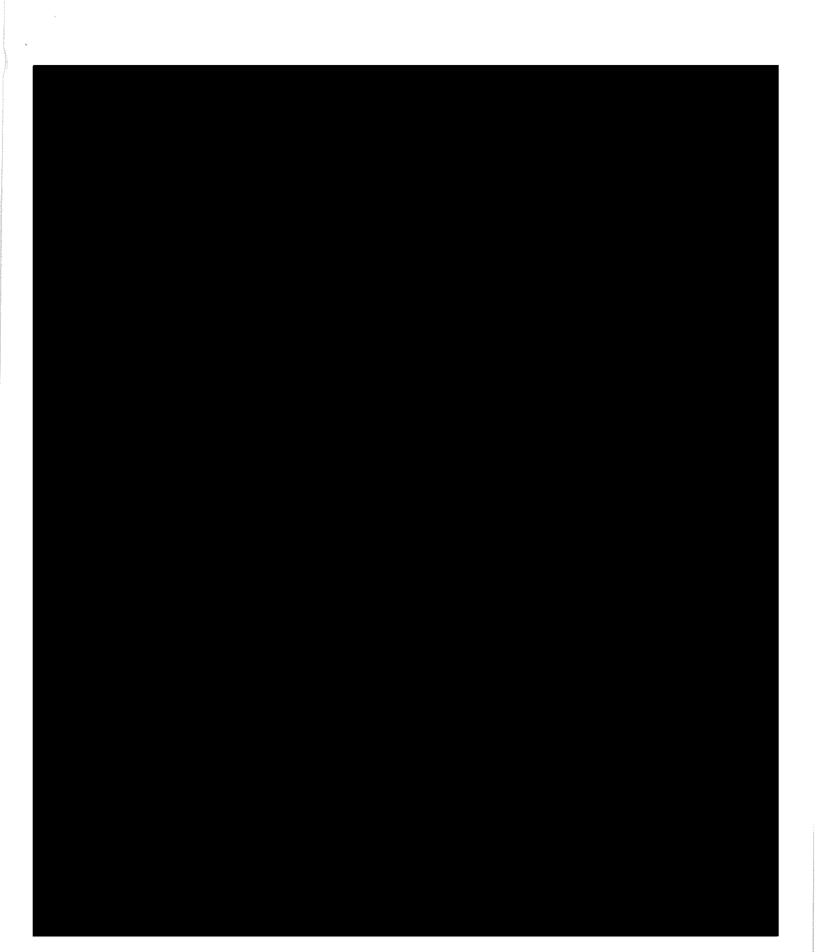
We should at the very least aim to get people to turn on location for a local seeking query like "pizza near me".

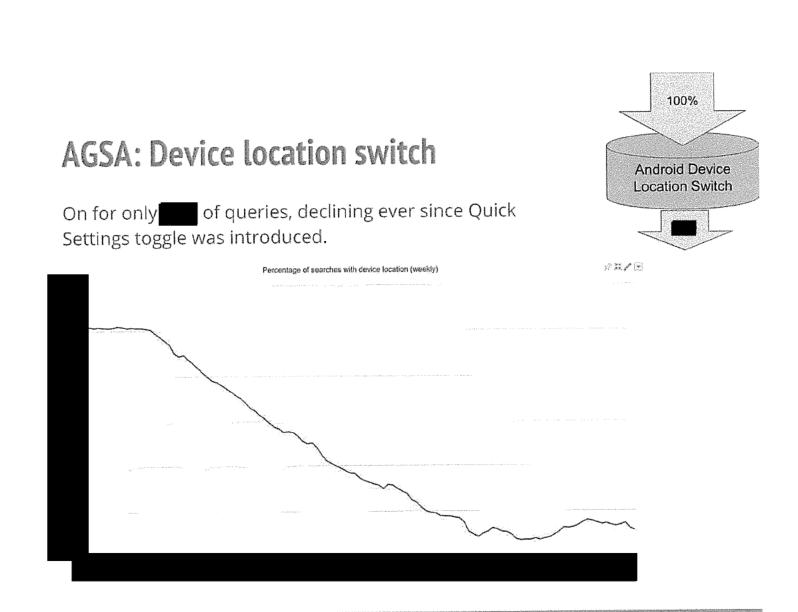


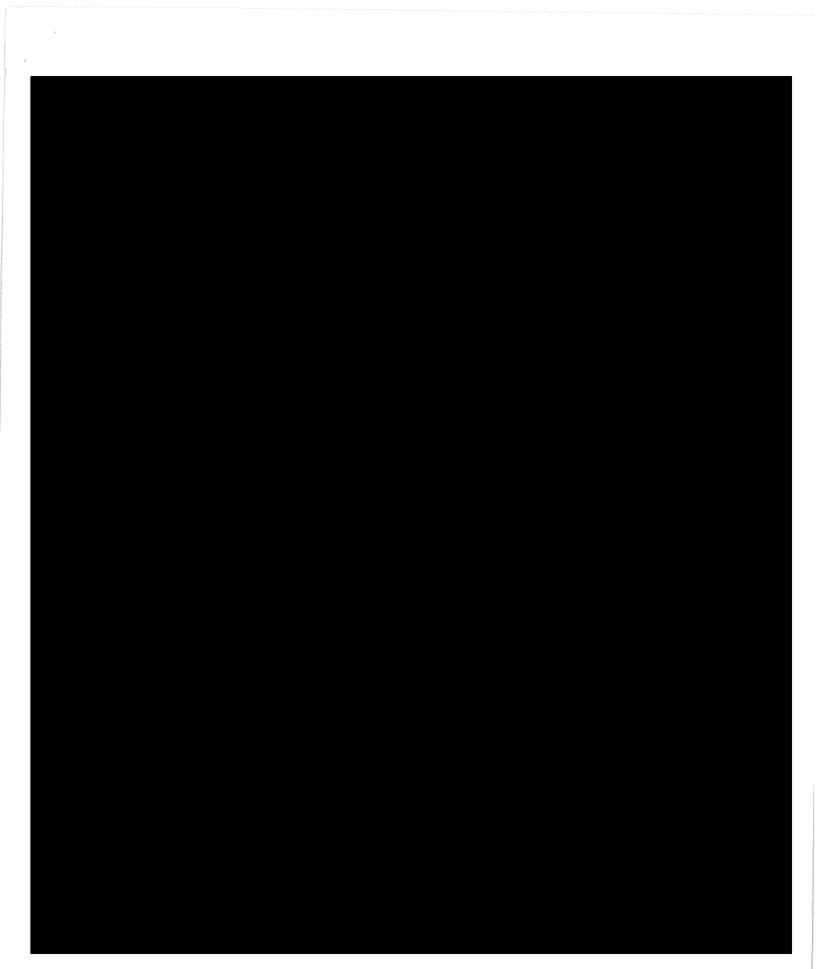




















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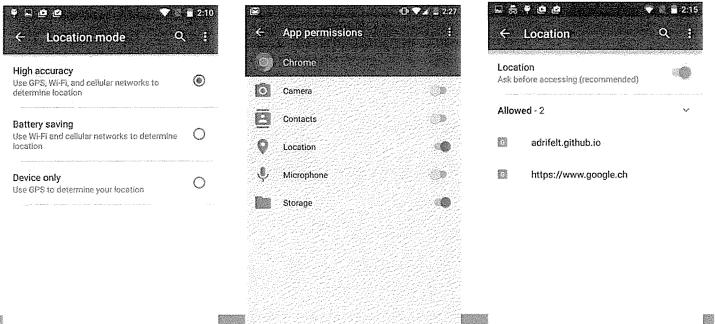
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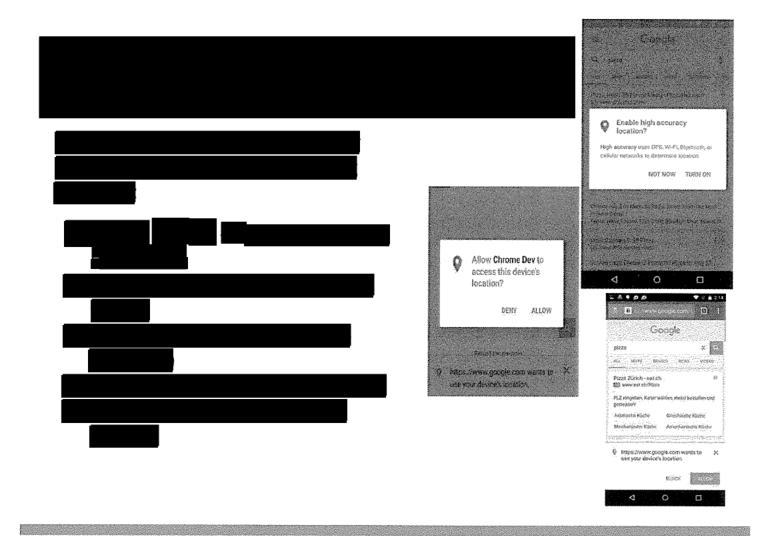
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## **Common problems: Confusing Settings**

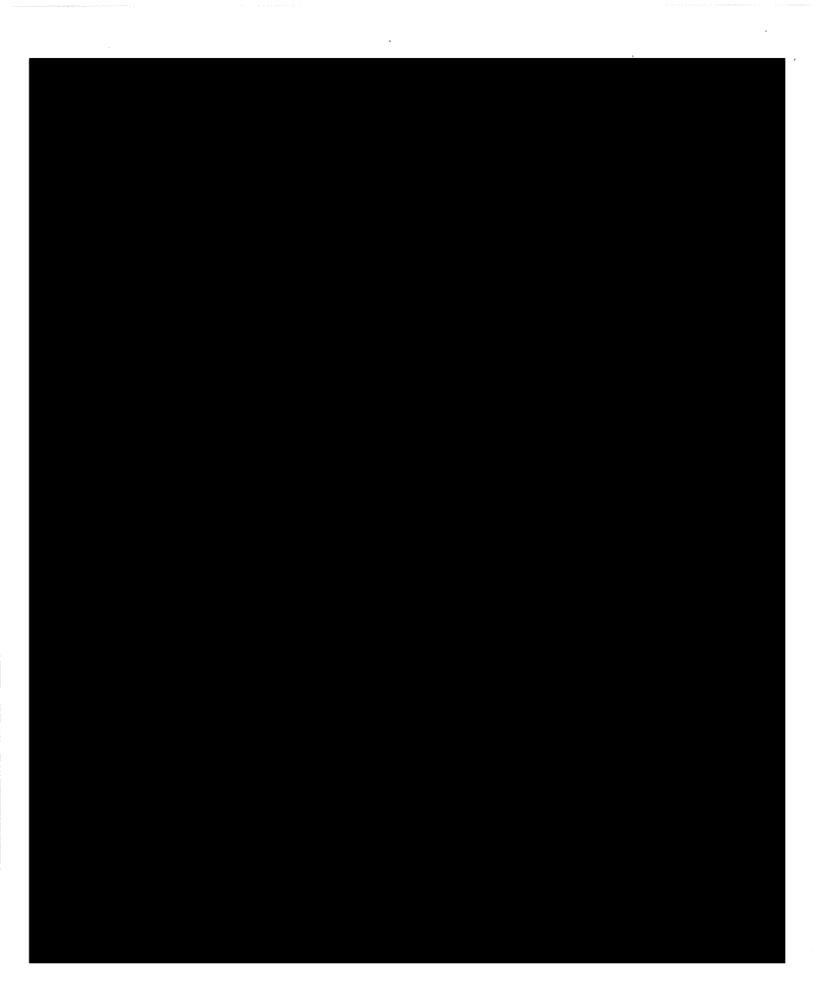
While our permission model is hierarchical, our settings menus are not

The location settings are in three places: Chrome, Android/Apps, Android/Location







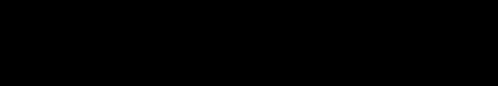


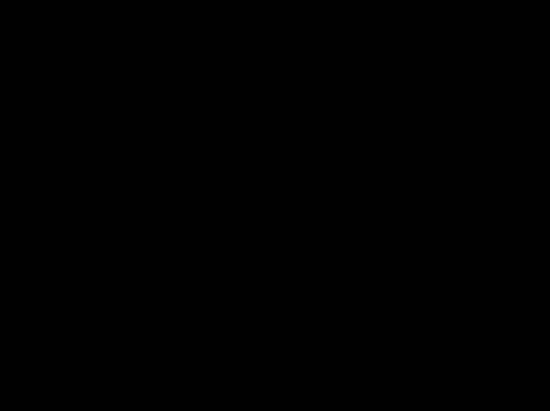


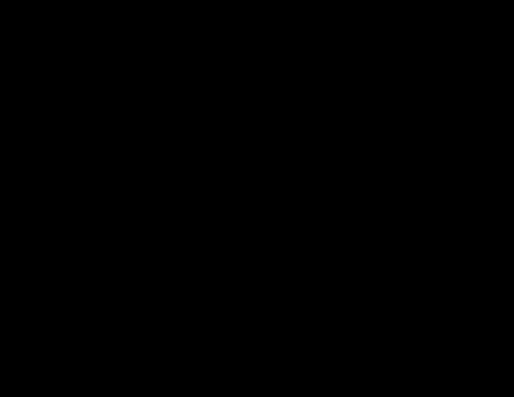




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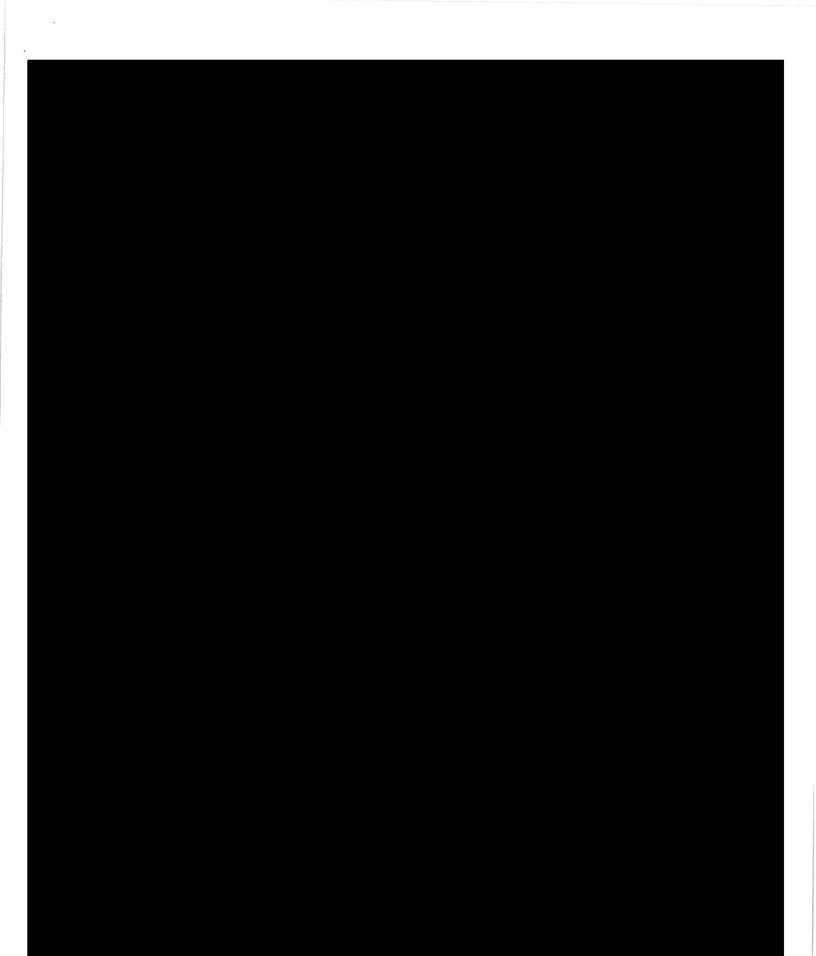






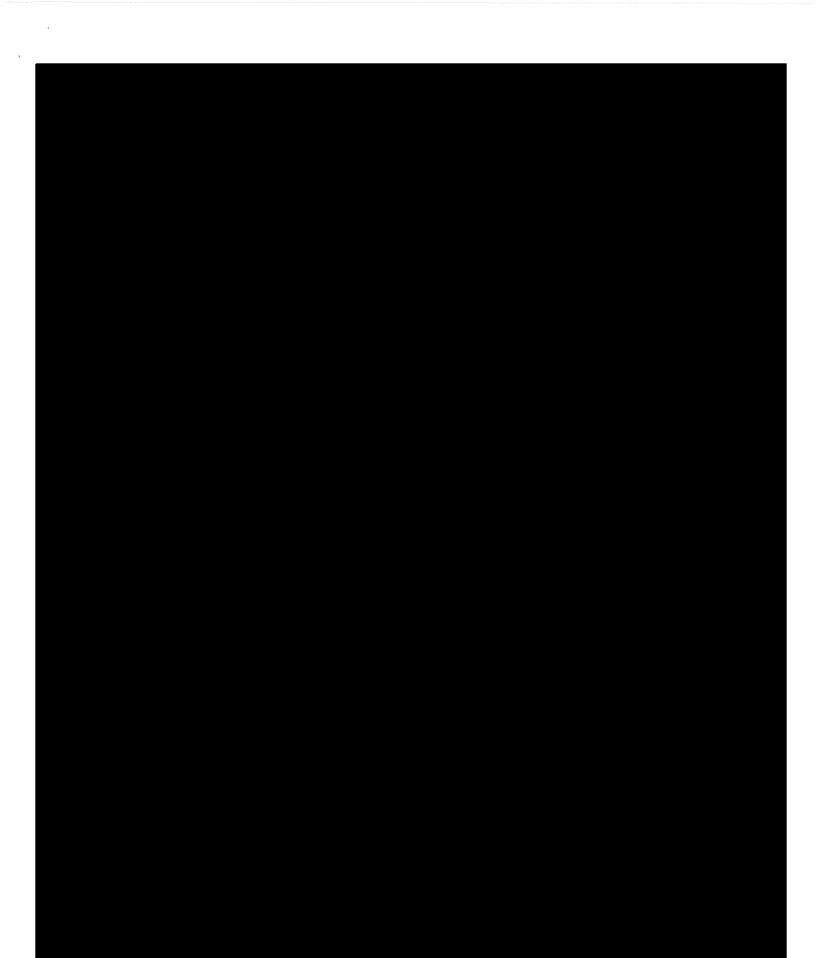
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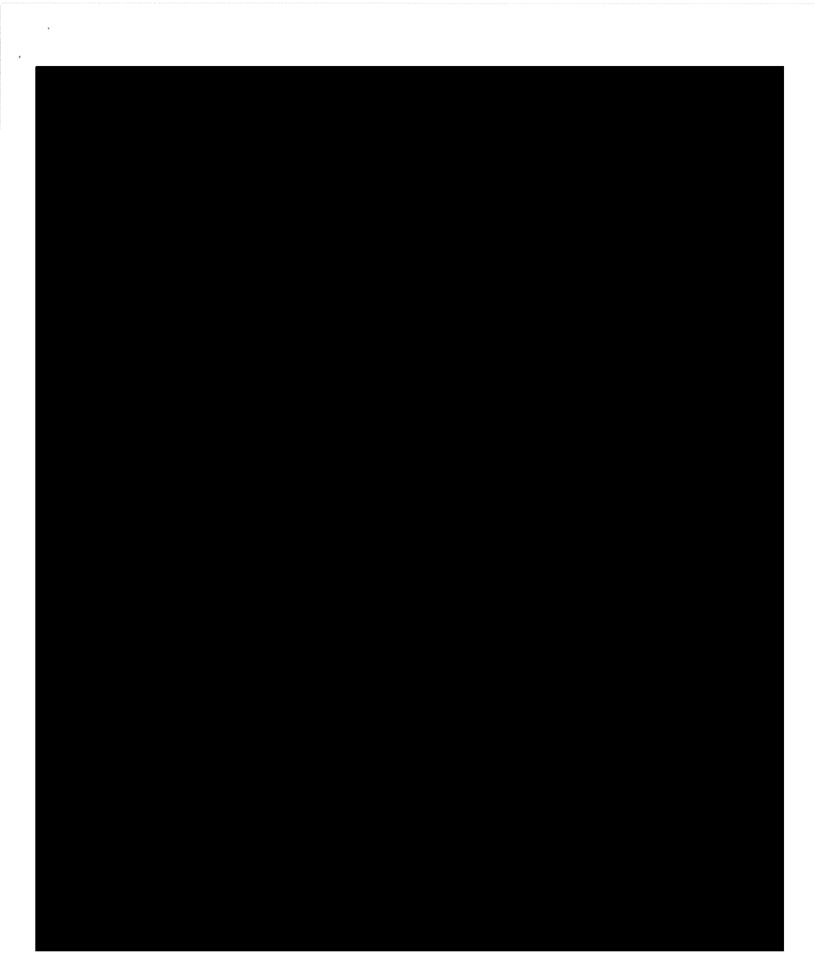






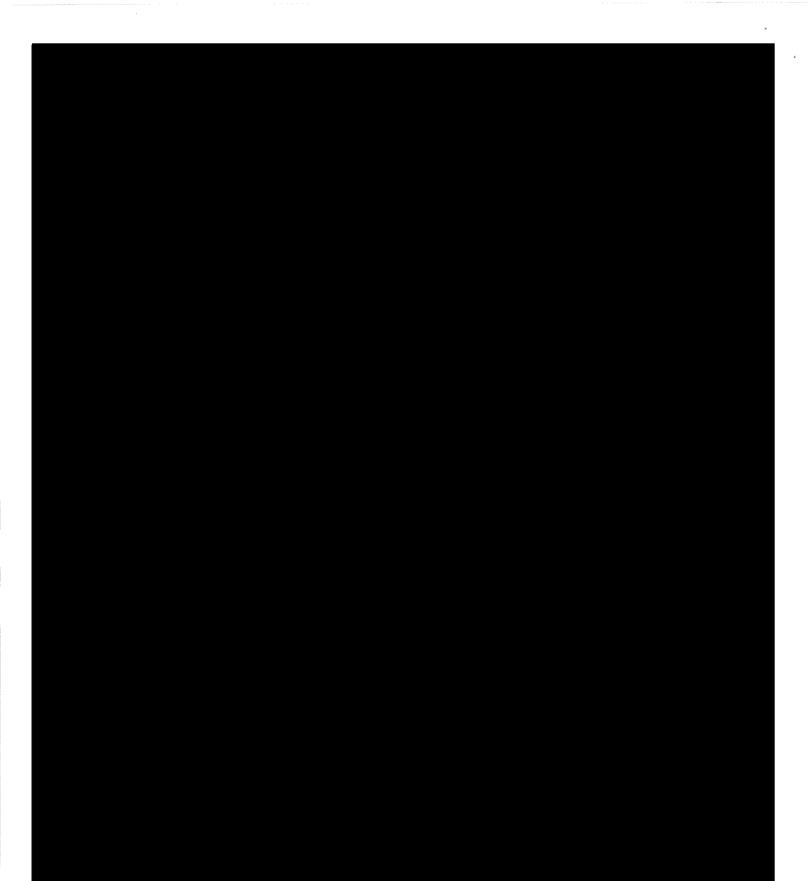


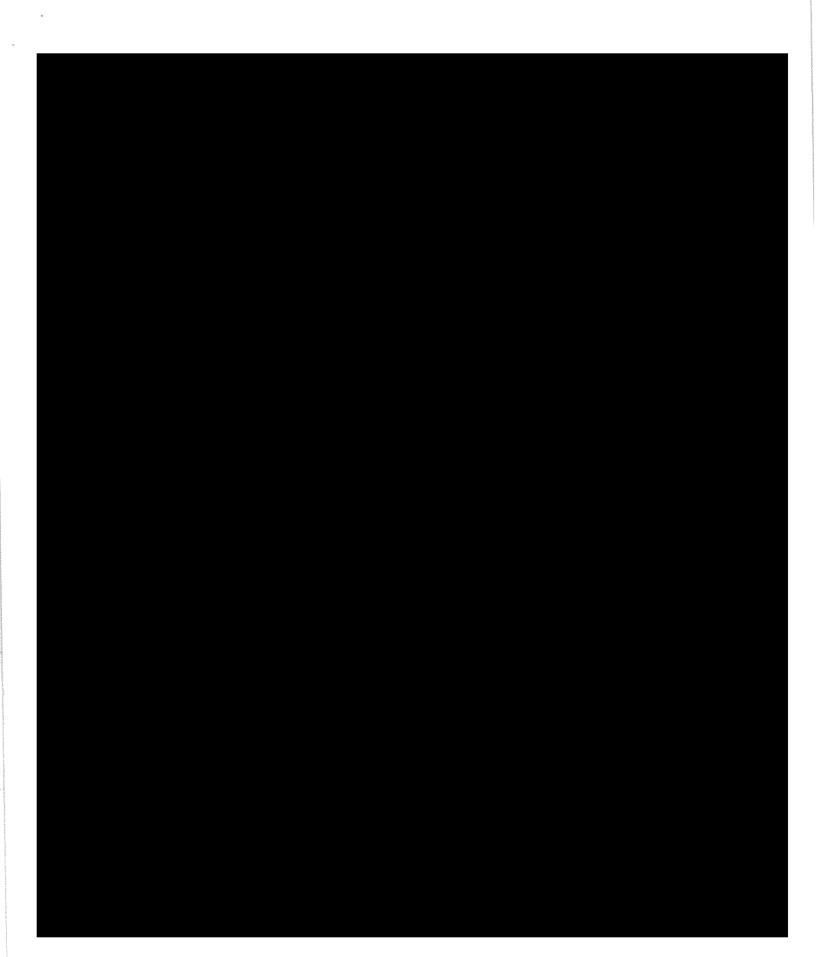




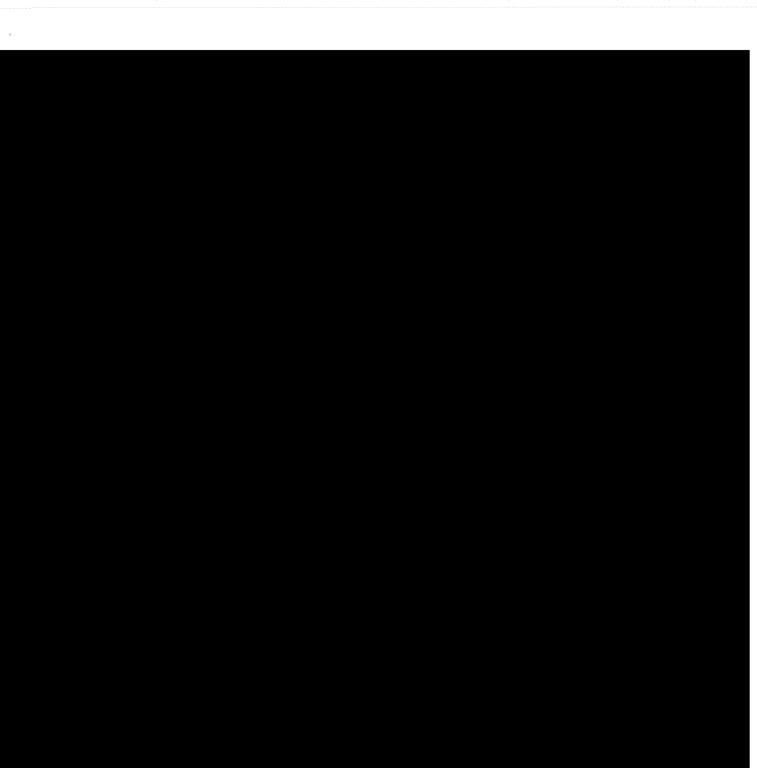








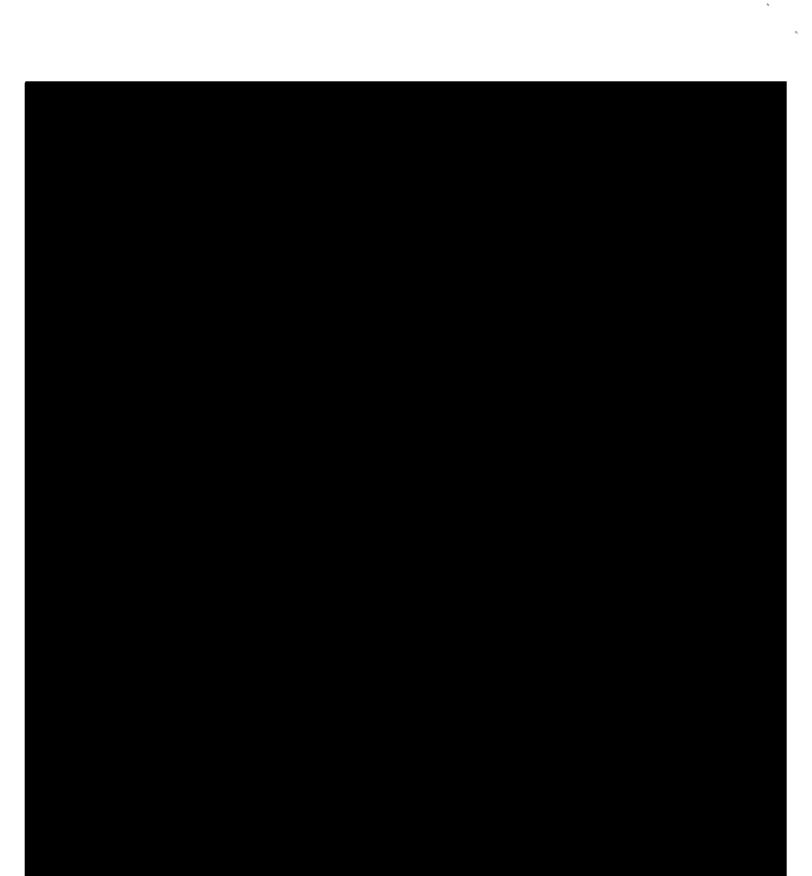
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