



#### **for the birds**

Catching even a fleeting glimpse of the elusive Pygmy Owl can take days, even weeks, of patient waiting in a Finnish forest. But that's not the hard part. For professional bird observers and enthusiasts worldwide, the real challenge in locating a rare bird species is sharing news of that discovery in real time.

#### **a new kind of bird call**

To solve this persistent problem, BirdLife Finland™ needed a completely new type of field tool, one that allowed its members to access, store, process and distribute vital bird observation data—using only a cell phone. But a technology partner with the expertise to deliver such a tool proved more elusive than the red-flanked bluetail. That is, until HP got involved.

#### **hp hatches a plan**

Working with two of its mobile bazaar partners, HP developed the Bird Observation Service (BOS), a GPS-based messaging system that allows bird observers to transmit species and location information to other registered users, in real time.

#### **the BOS in action**

How does the BOS work? Say you're slogging through a bog in northern Finland when you come across a whooper swan building its nest. By pushing a few numbers on your GPS phone, the exact

position of your sighting, along with species, gender and time of day, is sent to a worldwide group of registered users who have indicated their interest in Finland's national bird. Instantly, nature enthusiasts around the globe are brought together by your discovery and can share not just your excitement but your data as well.

As cell phone technology continues its rapid evolution, the HP-powered BOS is designed to handle even more advanced functions, including video and still images.

#### **a grander purpose**

While the BOS promises to broaden the mainstream appeal of an often-misunderstood pastime, it also has much wider-reaching implications. The BOS' central database provides scientists and professional bird observers—for the first time ever—with the critical, real-time information they need to promote the protection of endangered birds, their habitats and their biological diversity. Working with HP, BirdLife Finland has introduced a new era in mobile communication — as well as new hope for today's most endangered bird species.

BirdLife Finland™ is a trademark of BirdLife Finland.

