i. **What is Personal Assist I (POI) recommendation?**
With the rapid development of mobile devices and wireless networks, a number of location-based social networking services, e.g., Loopt and Foursquare, have emerged in recent years. In location-based social networks (LBSNs), Point-of-Interest (POI) recommendation service aims at recommending new POIs to users in order to help them explore new places and know their cities better.

ii. **State-of-the-Art**
The major methodologies which are used in traditional LBSNs recommendation system can be categorized into three groups: content-based, link analysis-based, and collaborative filtering. However, in POI recommendation, there exists three unique characteristics: Geographical Influence, Data Frequency, and Social Influence. Therefore, the methodologies in POI recommendation can be categorized into four groups: pure check-in data POI recommendation (User-based Collaborative Filtering, Matrix Factorizing), geographical influence POI recommendation (Bayesian Model), social influence POI recommendation (Friend-based Collaborative Filtering), and temporal influence POI recommendation (User-based algorithm with time information).

iii. **Application in Smart Car**
The POI recommendation service is highly suitable to be included in the driving assistant system. The exclusive recommendation function for users makes the car much intelligent, which will enhance the quality of driving experience.
Goal:

recommend new POIs to users, help them explore new places, and enhance the quality of driving experience in a smart car

Methodology:

1) pure check-in data (User-based collaborative filtering)
2) geographical influence (Bayesian model)
3) social influence (Friend-based collaborative filtering)
4) temporal influence (User-based algorithm with time information)

Application:

1) POI recommendation service is suitable to driving assistant system
2) Recommendation function for users makes the car much personalized and intelligent, and enhance the quality of driving experience