All of this seems pretty cool, but I'm wondering how it works.

I'm glad you asked. Let's walk through some of the technology.

1. Beacon
   Bob's phone sends out an invitation to be tagged over Bluetooth or 802.11x. This invitation includes his photo, so taggers know they are tagging the right person.

2. Annotation
   When composing her tag, Alice uses this beacon to identify the person. When she is finished, she transmits her annotation. Her annotation also includes current GPS coordinates, her ID, and current cell tower.

3. Processing and Storage
   The central server checks to see if anyone has given Bob the same tag recently. If so, it adds some points to Alice and the other person's profile for scoring a match. Similarity and stopword removal are used to facilitate matches.

   The tag and rough location (based on cell tower ID) is added to Bob's profile, and he is notified that he has a package waiting.

   The tag is also added to the profile for Bob and Alice's current location.

4. Checking your tags
   Once Bob knows he has a package, he can decide when to check his profile. He can only check once every 24 hours, though. This cuts down on the number of distractions and adds to the anticipation, and important feature of our service.

   He can see the day's tags, but he cannot see exact locations or who added them. Location is only resolved to the level of a cell tower's coverage.

5. Location profile
   Users can also browse all tags for a location, telling them something about who frequents the space.