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November 14-15, 2007

Monza International Speedway

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The Pulvermedia Location Based Services (LBS) Report focuses on news and events covering the Telematics and LBS communities. It spans diverse topics such as vehicle information systems, location applications, navigation, tracking, emergency services and nomad VoIP devices. The Report draws much of its information from public domain sources such as corporate press releases and government communications.

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Issue 10 of the new Pulvermedia Location Services Report covers the following topics:

- Tracking
- Emergency services
- Navigation
- Hand held devices
- Telematics
- LBS applications
- LBS Platforms
- Local positioning
- GPS
- LBS and telematics reports

October 15, 2007 - Nemerix (www.nemerix.com) announced the release of its 4th generation A-GPS navigation platform, the Nemerix NX4. This modular, scalable, hosted & stand-alone A-GPS navigation solution is targeted for use in mobile handsets. Like the previous Nemerix GPS generation, the NX4 is designed to have low power consumption and high sensitivity.

- Microsoft (www.microsoft.com) announced the final updates to the fall release of its Live Search service. Live Search introduces a collection of new services and features to its local and mobile search offerings. Microsoft also announced the availability of the Live Search 411 service, which enables phone customers find and connect to local businesses and other local information, such as weather updates, movie show times and airline information. People using a cell phone with Internet access can also receive links to traffic maps from Live Search 411.

- NAVTEQ (www.navteq.com) announced a multi-year extension of its agreement to provide real time and historic traffic information to Microsoft Corporation. The agreement extends Microsoft's right to use NAVTEQ's traffic data in online products and services, desktop and mobile applications and appliances. Microsoft's MSN Direct service, Streets & Trips desktop applications, Windows Live Local, Microsoft Automotive and Live Search for Windows Mobile services use NAVTEQ Traffic data.

- Nokia (www.nokia.com) announced the worldwide shipment of the Nokia N95 8GB. The N95 8GB includes 5 mega-pixel camera, built-in A-GPS, WLAN and HSDPA. The N95 8GB provides maps for over 150 countries and covers more than 15 million points of interest. It also provides routes and locates services such as restaurants and hotels. Additional optional features, such as city guides and voice-guided navigation, are available for purchase.

- Reportlinker.com (www.reportlinker.com) announced a guide titled, "The Definitive Guide to LBS Applications 2007". The guide, a 430-page publication, provides a guide covering location-based services, positioning solutions, LBS companies, and developments in the industry. The guide also offers LBS forecasts, emerging and hot markets and applications, key enabling technologies, and other information pertinent to LBS.

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October 16, 2007 - Aeris (www.aeris.net) announced that it is providing wireless connectivity, billing, and hosting services to Earthwave Technologies (www.fleetwatcher.com) for its fleet and construction management solutions. The Morey Corporation (www.moreycorp.com) developed and manufactures the GS-307 hardened telematics unit that collects GPS and vehicle data and then transmits the information to Earthwave's back office. This data is made available to Earthwave Technologies' customers.

- EarthSearch Communications (www.earthsearch.us) announced the launch of a new anti-theft product, AutoSearchGPS. With the device, each time a vehicle owner exits and locks the automobile, the owner can use a cell phone to send a signal to the engine to disable it. The engine cannot be engaged until a new enabling message is sent to the vehicle. AutoSearchGPS can also notify a vehicle owner via cell phone of an unauthorized movement of the vehicle. In the event that an owner does not disable the engine after parking the vehicle, and the vehicle is subsequently stolen, the owner will receive an alert via cell phone and email of unauthorized movement. Also in the event of a theft, EarthSearch personnel can disable the engine by sending a signal to the vehicle that will bring it to a gradual stop.

- eRide (www.eride.com) announced its new Opus III eZ(TM) GPS chip targeted to markets ranging from handset to personal navigation devices, automotive, tracking, and security. The Opus III eZ is capable of operations in both autonomous and server-assisted modes. eRide claims that its new GPS chip has the world's best sensitivity reported, at -161 dBm in acquisition and tracking, which enhances its ability to service indoor positioning requirements.

- NovAtel (www.novatel.com) announced the release of version 8.00 of Inertial Explorer - a Global Navigation Satellite System/Inertial Measurement Unit (GNSS/IMU) data processing package that provides position, velocity and attitude solution by combining raw GNSS observations with IMU data. Inertial Explorer is a key component of NovAtel's GNSS/Inertial Systems product offering that includes SPAN(TM).

- S5 Wireless (www.s5w.com) announced the successful fabrication of its new client-side chip. The S5 solution combines on a single chip RFID and GPS location solution. The S5 location chip is much smaller than a dime, will cost less than \$1, operates for years on a single battery, and works outdoors and indoors. The S5 solution reduces device power requirements by placing most of the system's intelligence in the base stations and network infrastructure that wakes up the chip only when information is needed.

- TomTom (www.tomtom.com) announced the TomTom ONE XL-S, the first product in the TomTom ONE XL range to offer text- to-speech technology, enabling street names and places to be read aloud as part of a spoken navigation instructions. The TomTom ONE XL-S also offers the TomTom Map Share(TM) technology, which is a proprietary map improvement technology that enables users to improve maps via a TomTom's desktop software application.

- Verizon Wireless (www.verizonwireless.com) and AAA (www.AAA.com) announced AAA Mobile(R), a tool for travelers. AAA Mobile enables Verizon Wireless customers to find AAA-rated points of interest and access roadside assistance from their GPS-enabled Verizon Wireless phones. AAA Mobile subscribers can use their Verizon Wireless phones to receive visual and audible directions to any travel destination in the U.S.; locate AAA Approved(R) points of interest (POIs), including Diamond Rated(R) hotels and restaurants; and search more than 100,000 locations that offer AAA member savings.

October 17, 2007 - AT&T (www.att.net) and Research In Motion (www.rim.com) announced the availability of the BlackBerry(R) Curve(TM) 8310. The BlackBerry Curve 8310 handset is equipped with built-in GPS, which features services such as the TeleNav(R) GPS Navigator(TM). The Navigator provides turn-by-turn voice and on-screen

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directions and traffic alerts with rerouting. The handset is enabled for broad domestic and international coverage areas for wireless data services.

- Omnilink Systems (www.omnilinksystems.com) announced that Total Sentencing Alternatives Program (TSAP) had selected Omnilink's GPS based solution to monitor offenders in TSAP's alternative sentencing program. The system allows TSAP to track more than 300 offenders throughout the New Orleans area. It alerts officials immediately when offenders violate the terms of their alternative sentencing programs.

October 18, 2007 - Navman Wireless OEM Solutions (<http://www.navmanwireless.com>) announced the availability of its new Mobile Data Terminal, the MDT 860. Designed to offer easy integration into telematics solutions with an external GPS, the MDT 860 allows system integrators to develop customized communication systems for a wide variety of industrial and commercial uses. The device is suitable for outdoor and low-light environments

- STMicroelectronics (www.st.com) announced the introduction of its new automotive-grade application processor with embedded GPS for navigation and telematics. The Cartesio processor couples with ST's GPS RF chip (STA5620) that significantly reduces the form factor and bill-of-materials. ST's Cartesio (STA2062) integrates a 32-bit ARM CPU core with a high-sensitivity 32-channel GPS subsystem and a large set of connectivity peripherals, including CAN, USB, UARTs, and SPI. It also provides on-chip high-speed RAM and real-time clock functionality.

- Ekahau (www.ekahau.com) announced that the Stargate, a new multi-use family entertainment center in Dubai, United Arab Emirates, would integrate Ekahau Positioning Engine 4.0 (EPE) with its Cisco wireless Wi-Fi network to provide a tracking system for visitors, staff and portable equipment. One application being offered enables families visiting the theme park to receive a compact Ekahau T301A tag for each child, enabling parents and Stargate staff to locate them when lost.

October 22, 2007 - Wireless Matrix Corporation (www.wrx-us.com) announced the launch of the Satellite Data Modem (SDM) 5000 platform for North American deployments. The SDM 5000 uses satellite communications to maintain asset tracking in areas with poor cellular coverage. For mobile assets that move between weak and strong cellular coverage areas, the SDM 5000 reduces overall communication costs by integrating with Wireless Matrix's cellular communication products, so cellular networks can be utilized when available. The SDM 5000 operates on the Mobile Satellite Ventures communications satellite network, which provides coverage in North America.

- SiRF (www.sirf.com) announced the introduction of SiRFstudio(TM), a standards-based location services enabling platform. The platform is designed to simplify and speed the development and deployment of location-aware applications across a broad range of mobile devices. SiRFstudio is comprised of a client and server components. The SiRFstudio thin client resides on the mobile device and provides APIs for the development and integration of location-enabled applications. These open, common APIs will extend across all major device operating platforms, including Java, Windows, Linux and Symbian, and are compliant with all major standards, including JSR-179, Open LS, OMA MLP and SUPL and support the Web2.0 Widget environment, including Mobile Ajax and the JavaScript runtime.

- Nortel (www.nortel.com) announced that it is providing wireless solutions to Kentucky's 22 state resort parks. The solution, which is based on wireless mesh technology, provides free Wi-Fi, VoIP and E911 emergency service in all of its resort park cabins and guest rooms, as well as remote point of sale at cafeterias, gift shops and golf courses.

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LBS REPORT

Pulvermedia's Location Based Services Report

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- deCarta (www.decarta.com) announced that its Traffic Manager(TM) extension to its Drill Down Server(R) geospatial platform is available with NAVTEQ Traffic. This solution allows customers to add traffic-enabled maps and routing to their LBS application. deCarta aims its platform for building traffic-aware applications, fleet tracking and logistics, telematics call center applications, Yellow Page directories, map-enabled search engines and travel sites.

October 23, 2007 - Xora (www.xora.com) announced the availability of Xroutes, a route optimization solution for transportation companies and businesses with mobile service organizations. Optimized route data is dispatched to users' mobile phone running Xora GPS TimeTrack. The system uses GPS information and job data collected wirelessly from the mobile phones to provide dispatchers and managers with location and job status information. Xroutes costs \$24.99 per phone per month.

- WebTech Wireless (www.webtechwireless.com) and EFU General Insurance Company (EFU) announced that WebTech Wireless' master distributor Tracking World (Pvt) Limited, has received a supply agreement to establish a newly created vehicle theft and recovery service for the insurance industry in Pakistan. The system includes locators installed in both commercial and passenger vehicles with AVL applications and reporting.

- uLocate Communications (www.ulocate.com) announced the launch of WHERE(TM), a wireless GPS widget platform on Boost Mobile (www.boostmobile.com). In addition to WHERE's location based widgets for major brands, such as Burger King, ShopLocal and Eventful, Boost Mobile users who download WHERE on their GPS-enabled phones will be able to locate gas stations, shops, restaurants and ATMs. WHERE also provides users with access to location based widgets that provide local weather, news, traffic conditions, directions, ski reports and surf reports.

- Telit Wireless Solutions (www.telit.com) announced that its GE864-PY module, developed for Positionere, would enable a new cellular communications-based pet tracking system. The DogTracs application allows users to pinpoint the location of their pets via cell phone or Internet connection. Positionere plans to make DogTracs available to consumers at retail stores in 2008 as well as online. Mobile coverage is immediately available over the T-Mobile network through RACO Wireless. The device, which measures 2.85 x 1.65 x 0.75 inches and weighs 2.4 ounces, fits on the collar of any pet larger than 12 pounds. DogTracs integrates GPS and cellular antennae, as well as a seven-day rechargeable battery.

- AutoNavi (www.autonavi.com) announced that a telematics report from SBD found that five of the top seven automakers in China had chosen AutoNavi as their navigation map provider. SBD is a consulting company that focuses on the design and development of automotive components and systems. The report provides market information and analysis about the industry for domestic and overseas companies that are planning to enter the navigation and telematics market in China. According to the report, automobile manufactures have strict requirements for navigable maps and expect navigation maps to meet the same level of quality as auto parts.

- Pelago (www.pelago.com) announced the launch of Whrrl, a mobile and Web social discovery service that uses location-based technology to create a intersection of social networking, local discovery and user-generated content. Pelago claims that Whrrl's patent-pending, location-based service technology called "Passive Visitization" can identify the location of Whrrl members with such precision that it can discern whether a member actually entered a store, restaurant or other venue.

- Palm (www.palm.com) and Garmin(R) International (www.garmin.com) announced a Palm GPS Navigator featuring Garmin Mobile(TM) XT software. The GPS Palm Navigator provides turn-by-turn, voice-prompted directions to destinations as well as millions of points of interest, updated traffic, fuel prices, hotel prices and weather forecasts.

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Garmin Mobile XT is preloaded on a microSD card that includes Garmin navigation software for the United States, Canada and Puerto Rico. The traffic service, which comes from www.traffic.com, identifies accidents, road construction or other incidents affecting traffic, and routes users around the congestion. Palm Navigator is expected to be available in November 2007 for \$249 USD.

- Numerex (www.nmr.com) announced the commercial release of the OrbitOne SX1 solution, a satellite-based asset monitoring and tracking technology. Operating on Globalstar's Low Earth Orbit (LEO) simplex satellite data network. The OrbitOne SX1 provides GPS tracking, event monitoring and asset management data. The SX1 has a footprint of 184 x 83 x 25 mm and weighs 369g. It provides up to seven years of service on a field-replaceable battery, or operates on line power. The SX1 is certified and manufactured to exceed IP68, NEMA 6P, and MILSTD 810 environmental specifications.

- Jasper Wireless (www.jasperwireless.com) announced that Dash Navigation (www.dash.net) is using the Jasper Wireless service to provide connectivity to Dash Express(TM), an Internet-connected GPS device. According to the announcement, the automated provisioning process offered by Jasper Wireless enables Dash to support its retail business model. Jasper Wireless offers local service in over 35 countries.

- Gearworks (www.gearworks.com) announced the launch of appmosphere(TM) -- a carrier-class, location-enabled mobile application delivery platform. According to the announcement, appmosphere enables applications to be deployable, distributable and billable across multiple wireless carrier networks; interoperate with a broad range of location-based services (LBS) infrastructures; run on any application-enabled mobile device; support all mobile operating systems (e.g. BREW, JAVA, Windows Mobile); and are billable on an end user's monthly wireless bill.

- Polycom (www.polycom.com) announced that it had teamed with Ekahau (www.ekahau.com) to offer Ekahau's Real Time Location System (RTLS) functionality on Polycom's SpectraLink 8000 Series Wireless Telephones. By supporting Ekahau's location protocol on its SpectraLink 8000 Series handsets, Polycom broadens the application support capabilities of its Wi-Fi handsets. The RTLS-enabled SpectraLink 8000 Series Wi-Fi handsets work with the Ekahau Positioning Engine (EPE) server software, enabling enterprise users to determine the location of wireless telephones and employees. The EPE also enables users to receive and respond to workflow messaging based on their location.

October 24, 2007 - NAVTEQ (www.navteq.com) announced that Helio (www.helio.com) has selected NAVTEQ to be its preferred map supplier for the Helio 's LBS application initiatives. Helio has launched several end-user applications that incorporate NAVTEQ data, including Helio's GPS-enabled friend-finder application, Buddy Beacon -- a program that allows members to create buddy lists and broadcast their location on a map to other Buddy Beacon users. Helio's LBS services also include applications for localized search and turn-by-turn navigation.

- A new study from ABI Research (www.abiresearch.com) on Asian markets suggests that integration of several telematics functions will provide the best penetration as the markets evolve towards 2012. GPS/GSM-based navigation systems are the major consumer vehicle tracking products with network-based services in the Chinese market. In Japan, however, due to the high penetration rate of navigation systems, integrated telematics devices are the first choice for most users. In South Korea most consumers will choose handheld devices as tracking units.

October 25, 2007 - Cheetah Advanced Technologies (www.speedcheetah.com) announced the availability in the US of GPSmirror, a traffic light camera detector. The device detects the position of red-light speed cameras by combining GPS tracking data with a database of camera locations. GPSmirror can be purchased from online retailers for \$299.

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