

SAVE THE DATE!

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 2 of the new Pulvermedia Location Services Report covers the following topics:

- Tracking
- Telematics
- Navigation
- LBS applications
- Handheld devices
- Emergency services
- Local positioning
- GPS
- GIS
- Telematics and LBS studies

June 18, 2007 - Advanced Ground Information Systems (AGIS) (www.agisinc.com) announced the introduction of a mobile-communication LBS software package. The software enables cell phone/PDA and PC users locate, track, talk, and exchange text and photos between team members. AGIS's software performs all functions in a single application, without exiting or minimizing, and works with either manual or automatic GPS input. Free 90-day trial versions of AGIS software may be downloaded at the company's web site

- Airbiquity (www.airbiquity.com) announced that its two of its products were used in a successful European eCall Feasibility Trial. The trial was conducted by ADAC, Europe's largest automobile club. The goal of the trial was to assess the recommended pan-European eCall implementation focusing on network conditions such as cross-border environments and areas with poor cellular coverage. Airbiquity's aqLink in-band modem and aqServers were used to transmit and distribute GPS and emergency data from Opel test vehicles in various locations throughout Austria, Germany and Italy.

- TeleNav (www.telenav.com) announced that AFC had implemented TeleNav Track(TM), a mobile workforce management solution, to help guide its drivers with GPS navigation and tracking services. AFC, the largest limo and minibus fleet in Texas, supplied its more than 100 vehicles with Nextel phones from Sprint that are equipped with TeleNav Track. TeleNav Track combines GPS and wireless technologies to provide business-management solutions, and operates on mobile phones and PDAs.

June 19, 2007 - Actsoft announced the launch of the House Arrest Solution (HAS) (www.housearrestsolution.com), an application that combines GPS tracking with continuous alcohol monitoring. HAS consists of an alcohol sensor Bluetooth ankle bracelet, Bluetooth and java enabled wireless handset. The ankle bracelet works with the handset, providing information on the clients' location, history, sensor status and behavior in near real-time.

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June 19, 2007 - A Frost & Sullivan (www.automotive.frost.com) report titled, 'Consumer Desirability & Willingness to Pay for Navigation Systems and Features', finds that the sales in the European market for navigation systems accounted for over 10 million units in 2005 and estimates this to reach 35 million units by 2010. 59% of non-navigation users interviewed appeared interested in purchasing a navigation system in the future. Respondents rated ease of use as the most important factor in their decision to purchase a navigation system, followed closely by the cost of the system.

- NAVTEQ (www.navteq.com) announced that it had been selected by NVision Solutions (www.nvisionsolutions.com) to provide map data for its Real-Time Emergency Action Coordination Tool (REACT) and Vehicle Tracking solutions. NAVTEQ® map data, enhanced GIS attributes, and NAVTEQ Parcel Boundaries™ data will be integrated into REACT to improve collaboration among various agencies when responding to emergencies.

- Tilcon (www.tilcon.com) and Telelogic (www.telelogic.com) announced a technology partnership targeted at high-performance automotive telematics systems and advanced instrument clusters, as well as defense and commercial vehicle dashboard displays, consumer products, high-end industrial control and medical monitoring systems.

- TOA Technologies (www.toatech.com) announced the release of its new ETAdirect 3.3 Mobility Solution. The new version of the application suite includes enhanced routing and mapping functions through the integration with Google Maps™, and GPS. The TOA ETAdirect 3.3 Web-based solution works on devices with a Web browser, including a variety of handhelds and mobile phones.

June 20, 2007 - Data Evolution (www.dataevolution.com) announced the introduction of the E3™, a new handheld PDA. The PDA runs Microsoft Pocket Mobile 5.0 software. It includes 802.11b/g, GPS and auto-focus camera. The E3, targeted at the education and enterprise markets, features a 640x480 3.5" TFT LCD, 64MB RAM / 512MB ROM, built in IrDA, Bluetooth, and MiniSD slot.

- Yahoo (www.yahoo.com) announced the launch of Yahoo! Go for Mobile 2.0 with general availability in the US and beta versions in 13 countries. The new version of Yahoo! Go 2.0 will be available on more than 200 different mobile phones in the US by the end of July, expanding to more than 400 by end of year. Included among the Yahoo! Go features are satellite and hybrid maps, traffic conditions and optional GPS integration on select devices, including the BlackBerry® 8800.

- Jentro Technologies (www.jentro.com) announced that it had raised \$29m from New Enterprise Associates and Glynn Capital. Jentro has been developing solutions for consumer brands in Europe and North America. The solutions offer real-time Internet services, local search, social networking and user generated content with voice guided 3-D mobile navigation on phones and personal navigation devices.

June 21, 2007 - AmberWatch Mobile (www.amberwatchfoundation.org) announced the upcoming launch of the AmberWatch Mobile service for wireless phones and handheld devices. The services will include text-message, voice, web and email alerting systems that provide alerts with GPS location, view location on map and tracking of family members.

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June 21, 2007 - GHL Technologies (www.GHLTechnologies.com) announced the commercial deployment of its GPS tracking and data transmission technology capabilities. The company's NXGen platform successfully demonstrated tracking mobile assets and the real-time delivery of data.

- The AAA (www.aaa.com) announced that the new Magellan® Maestro™ GPS personal navigation devices would be loaded exclusively with AAA travel information and roadside assistance. The devices will provide attractions and events information, campgrounds, local Auto Club offices and AAA offices. According to the announcement, the Magellan Maestro devices are the only personal GPS navigation units sold in the U.S. that have a one-touch button for getting help from the Auto Club-AAA Roadside Assistance.

- SiRF (www.sirf.com) announced that it had signed a definitive agreement to acquire Centrality Communications, a developer of navigation processor solutions for mobile navigation devices, for a total of \$283 million in stock and cash. According to the announcement, Centrality has developed a range of platforms centered on enhancing the location, information and entertainment experience of consumers

June 25, 2007 - NAVTEQ (www.navteq.com) announced that Panasonic (www.panasonic.com) selected it to provide digital map data for the United States, Canada and Puerto Rico for the recently launched Panasonic Strada CN-NVD905U. The Strada CN-NVD905U is Panasonic's first entry into the aftermarket automotive navigation space in North America. The in-dash system features a seven-inch, color panel LCD monitor and customizable destination menu with turn-by-turn voice guidance. In addition, each Strada CN-NVD905U comes with Bluetooth®, iPod® Video, satellite radio integration options. The navigation system will also feature SIRIUS Traffic that is available through SIRIUS Satellite Radio (www.sirius.com).

- Wayport (www.wayport.net) announced that it would launch a Wi-Fi portal for the hospitality industry, with localized services provided by Yahoo (www.yahoo.com). Wayport will send hotel customer's geographical location information to Yahoo, which would provide the customer with localized advertising, and shopping services.

- Omnilink (www.omnilinksystems.com) announced a new partnership with the Professional Bail Agents of the United States, the country's largest national bail agent association. Under the terms of the agreement, Omnilink will provide PBUS members preferred rates on its Focalpoint offender monitoring solution. Omnilink's Focalpoint offender monitoring solution combines GPS, wireless network technologies and situation-specific sensors. Information is transmitted to a monitoring center over commercial cellular networks.

June 26, 2007 - Astrata Group (www.astratagroup.com) announced that the Singapore Civil Defense Force (SCDF) has awarded a \$2.2 million contract for its new Intelligent Immobilization System. The technology safely stops vehicles when they deviate from their prescribed routes or enter "no-go" areas. The immobilizer is an add-on module to Astrata's Telematics System, which SCDF has been using since 2005. The system provides a two-stage procedure, which is activated in the event of an emergency. First, the horns and blinkers of the truck alert the public that this vehicle is a potential danger and, in a second step, if necessary, the vehicle immobilizer is activated, safely decelerating the vehicle and bringing it to a complete stop.

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June 26, 2007 - Navis (www.navis.com) announced the launch of Navis™ Cargo Tracker. The Tracker provides real-time asset visibility through combination of passive or active RFID, GPS and other sensor based technologies to automate data collection and operational processes associated with shipments. Cargo Tracker solution supports multiple modes of transportation such as shipping, trucking, rail and air as well as multiple assets types including ISO containers, ULDs, and other returnables.

- Quova (www.quova.com) announced the Navizon™ Wireless Locator, a permission-based application that can identify the location, down to a city street level, of Web visitors accessing the Internet from Wi-Fi enabled cell phones and laptops. Offered through an alliance with Mexens Technology (www.mexens.com), Quova will resell the Navizon Wireless Locator as an extension to its GeoDirectory Server 6.0. The Navizon software is a wireless positioning system that triangulates signals broadcasted from Wi-Fi access points and GSM cellular towers. The application uses the continuous wireless pings emitted by Wi-Fi transmitters to calculate the position of a mobile device by measuring signal strength and applying proprietary algorithms.

- WaveMarket (www.wavemarket.com) announced that AmberWatch Foundation has selected it to build a cross-carrier safety application for children and family members. Branded as AmberWatch Mobile, this new GPS-based safety application allows children to use their cell phones to alert parents when they need assistance. These alerts automatically include the child's location, which can be viewed on a map either from the web or the parent's mobile phone.

- Wayfinder (www.wayfinder.com) announced that Wayfinder Navigator had become compatible with the BlackBerry® 8800 Series and BlackBerry® Curve™ smartphones. Wayfinder Navigator guides users with voice, map and turn-by-turn directions. In addition to the navigation and positioning service, it features traffic information, weather reports, information on selected local services and the locations of Points of Interest (POI).

- Telmap (www.telmap.com) and INRIX (www.inrix.com) announced the integration of INRIX real-time and predictive traffic speeds as well as incident solutions in the Telmap Navigator application. The INRIX solution will provide end-to-end traffic information for mobile phones equipped with the Telmap program. Telmap Navigator is a GPS navigation solution that provides guidance with voice, graphics and text. On June 29, Telmap further announced that Telmap Navigator 3.0 would be available on Blackberry® 8800™.

June 27, 2007 - An In-Stat (www.in-stat.com) report finds that wallet phones, GPS phones and related services have been gaining traction in the Japanese mobile phone market. Mobile TV phones are expected to gain favor as well, once there is a good revenue-generating business case. According to the report, Japan provides a model for how other markets may adopt new mobile phone features. The report also finds that in Japan 43.5 million 3G phones were sold in 2006, above 2.4-inch screens with at least 240*320 resolution have become standard, and 98 new 3G models were launched over the past 12 months period.

- Jackson Labs (www.jackson-labs.com) announced the availability of Fury. Fury is a 10 MHz GPS Disciplined Oscillator (GPSDO) that requires no calibration, delivers higher stability than typical Rubidium Clock References, and meets the requirements of a Stratum 1 frequency standard. Fury offers better than 1E-12 accuracy per day, providing low power consumption (4.5W), has a phase-noise floor of less than -155dBc/Hz, and low spurs and jitter.

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June 27, 2007 - Safeco (www.safeco.com) announced the availability of Teensurance™, a new product to monitor teen drivers. Teensurance includes a set of online tools that are based on an on-board GPS and notification technology called the Safety Beacon™. With these tools, parents can set speed, distance, driving zones and curfew limitations. The tools also allow remote unlocking of car.

- Transnational Automotive Group (www.transauto-group.com) announced that its LeCar Division has surpassed 136,000 passenger trips during 7,000 journeys in less than a year since the company began operations. LeCar operates a new luxury VIP coach bus service initially between Yaounde, the capital city of Cameroon. All LeCar vehicles have been outfitted with GPS guidance systems and speed alarms.

June 28, 2007 - IntelliOne Technologies (www.intellione.com) announced that it had acquired Teen Arrive Alive LLC, a Bradenton, Florida- based company that encourages safe-driving habits amongst teens. IntelliOne will merge Teen Arrive Alive's location and tracking offerings with IntelliOne's Student Safety and Monitoring solutions. The combined solution will enable parents track their children location on mobile phones

- Maporama International (www.maporama.com) announced partnership with Microsoft (www.microsoft.com) enabling the integration of Microsoft's Virtual Earth with Maporama mapping platform. Microsoft's Virtual Earth mapping platform features roadmaps, satellite and aerial imagery, plus bird's eye and 3-D views.

- XM (www.xmradio.com) announced that for a limited time Infiniti will be offering consumers three years of complimentary XM Satellite Radio and XM NavTraffic service on the redesigned 2008 Infiniti QX56. All 2008 Infiniti QX56 models come with standard XM Satellite Radio and the Infiniti Navigation System, featuring XM NavTraffic, XM's real-time traffic information service.

- The Astrata Group (www.astratagroup.com) announced that it had begun delivery of a telematics system for delivery personnel and trucks to Nestle Singapore and completed delivery of 150 vehicle tracking systems to PT G4S Cash Services Indonesia

June 29, 2007 - TeleNav (www.telenav.com) announced that Bell (www.bell.ca) has chosen its GPS navigation service, named GPS Nav from Bell, for the new BlackBerry® 8830. The GPS Nav provides users with turn-by-turn, GPS-enabled directions on a mobile device. It includes full-color, 3D moving maps, voice and on-screen navigation, and information and directions to millions of business listings in North America. The navigation software automatically updates itself with current information so that customers need not be bothered with downloads of maps or business listings.

July 2, 2007 - IDENTEC SOLUTIONS (www.identecsolutions.com) announced the release of their ILR Mobile Location System. Utilizing both GPS and IDENTEC SOLUTIONS technology, the system provides tracking and asset management solution for 100s to 100,000s assets in an outdoor open yard. The system, which uses a vehicle-mounted computer terminal outfitted with an ILR® RFID reader and GPS receiver, automatically locates tagged assets providing their current latitude/longitude location within the yard.

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LBS REPORT

Pulvermedia's Location Based Services Report

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July 2, 2007 - The Infoshop (www.the-infoshop.com) announced the addition of the report "The Worldwide Market for GNSS/GPS-enabled Portable Devices" to its catalog. The report, which covers seven portable types (cellular, PDA, PND, Laptop, Digital Camera, Recreational and PMP), forecasts that GPS device prices, which have been falling, would keep falling. It also maintains that GPS is an effective way of differentiating from competitors and maintaining a premium price. Barriers to GPS expansion are: indoor performance and ease of use. Total shipments are forecast to grow from an estimated 103 million units shipped in 2006 (mainly to CDMA cellular handsets in the US, Japan and South Korea) to about 520 million in 2011.

- Oops I'm late (www.oopsimlate.com) announced the Oops I'm late application software. The software calculates the distance between user's GPS location and destination, and notifies designated contacts if the user is running late. "I'm late" emails or sends text message to the waiting parties

- Serveon (www.serveon.net) announced the release of SABI Mobile Software version 2.0. SABI Mobile, which is available in PDA or Ultra Mobile PC (UMPC) formats, is a GPS-enabled wireless scouting tool that allows growers to collect, observe, measure and map field data. The tool imports and stores customer data into Serveon's servers and offers near real-time reporting and mapping tools.

July 3, 2007 - BSM Technologies (www.bsmwireless.com), a provider of vehicle tracking and surveillance solutions, announced that its wholly owned subsidiary, SecTrack had obtained an Order for Injunction from the High Court of Justice of England against Satamatics and a former employee of SecTrack. The order is aimed to protect certain confidential information of SecTrack.

- Wayfinder (www.wayfinder.com) and Navicore announced that an agreement had been signed finalizing the acquisition of the Finnish navigation company Navicore by Wayfinder. By joining forces the combined entity will offer location applications and services on all major platforms for mobile devices. Navicore is a provider of interactive on-board navigation products for smart phones and Nokia Internet tablets. Navicore products are sold in 30 countries across Europe, North America, Middle East, South Africa and Australia.

- The Tracking Corporation (www.microtrakgps.com) announced the sign up of the Darcars Automotive Group for a theft recovery system developed by MicroTRAK GPS. The system, which offers Internet GPS tracking for vehicles location, provides customers with a theft recovery unit that includes a first year tracking subscription.

- A Frost & Sullivan (www.frost.com) report finds that location-based services, which have largely remained untapped in Asia-Pacific, expect to show promising growth in tandem with the introduction of mash-up services and increase in mobile advertising. The Frost & Sullivan LBS analysis, which covers 13 major Asia-Pacific economies, predicts annual growth rate of 15.3% through 2009 to reach an estimated US \$447 million by the end of 2009. Japan and South Korea became by far the most developed Asia-Pacific LBS markets accounting for nearly 92 percent of the total revenues in Asia-Pacific.

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July 5, 2007- Telenity (www.telenity.com) announced that India's state-owned telecom Bharat Sanchar Nigam has successfully launched location-based services on Telenity's Canvas[®] LES, Location Enabling Server. Telenity solution includes: Real Time Fleet and Asset Management, Friend Finder (alerts subscribers when one of their friends in their buddy list is in close proximity to their location or vice versa) Location Based Advertisement (automatically broadcasts advertisement/promotion information to subscribers within a defined geographical region via SMS messages) and Location Based Chatting Service (enables subscribers to communicate and/or meet someone with same interests within the same vicinity).

- Tele Atlas (www.teleatlas.com) announced a joint venture with Systems and Technology Corporation (www.systech.com.tw) (S&T) to form Tele Atlas Taiwan. Tele Atlas Taiwan is an independent entity that focuses on digital maps of Taiwan for portable, Internet, in-car and wireless navigation systems and applications. Formed in 1987, S&T provides automatic vehicle location systems that track mobile assets and produces digital maps of Taiwan. The S&T map database includes 100 percent coverage of the area's street network, covering more than 100,000 kilometers and 95,000 points of interest.

- Research and Markets (www.researchandmarkets.com) announced the addition of Analyzing Automotive Telematics Report to their offering. The report provides an insight into the Automotive Telematics industry with a look in to the automotive industry and the major phases that had led to the development of technologies as the high compression engine, microprocessor control and Telematics.

- Globalstar (www.globalstar.com) announced that Guardian Mobility Corporation (www.guardianmobility.com) had launched a new group of satellite data modems known as the Tracer 3 Product Family. The modems, which are designed to communicate via the Globalstar satellite simplex data network, are capable of providing data monitoring and GPS-based asset tracking information to customers from remote regions. The modems can be housed in a weatherproof enclosure and can be line powered with external input voltages ranging from 9 to 28V DC. A battery backup option is available enabling more than 2 years of operation while disconnected from external power.

July 6, 2007 - Wayfinder (www.wayfinder.com) announced that it had received an order for 19.5 million SEK (Swedish Krona) from a large handset manufacturer. The order includes Wayfinder Navigator 7 software and service and Wayfinder GPS receivers. The Navigator, which combines GPS navigation with a mobile phone, offers among others traffic information, weather reports, information on selected local services and locations.

- Wayfinder (www.wayfinder.com) and Navicore announced that an agreement had been signed finalizing the acquisition of the Finnish navigation company Navicore by Wayfinder. By joining forces the combined entity will offer location applications and services on all major platforms for mobile devices. Navicore is a provider of interactive on-board navigation products for smart phones and Nokia Internet tablets. Navicore products are sold in 30 countries across Europe, North America, Middle East, South Africa and Australia.