

SAVE THE DATE!

November 14-15, 2007

Monza International Speedway
www.telemobilityforum.com

LBS REPORT

Pulvermedia's Location Based Services Report

July 2007 | VOL. 3



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.

Issue 3 of the new Pulvermedia Location Services Report covers the following topics:

- Telematics
- Personal navigation devices (PND)
- Hand held devices
- Navigation
- Tracking
- LBS applications
- Digital maps for LBS applications
- LBS platforms SW & HW
- GPS
- Local positioning
- LBS reports
- The Telemobility Forum Meeting

Pulvermedia is happy to announce the Boston Telemobility Forum Meeting. The meeting will take place in conjunction with the 2007 Fall VON event (30 October - 1 November).

The Telemobility Forum Meeting covers the following topics:

- Telematics systems
- Tracking
- Navigation
- LBS applications
- Mobile devices
- LBS platforms

Please stay tuned for more information on the Telemobility Forum Meeting or email: stephen.spicer@pulvermedia.com.

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July 9, 2007 - Wireless Matrix (www.wrx-us.com) announced that it had acquired select assets and liabilities of Mobile Resource Management (MRM) provider Sapias for a total of \$2,720,000 in cash (\$2,020,000) and stock (\$700,000). Wireless Matrix's MRM solutions help businesses optimize field service workforce productivity.

- Networkcar (www.networkcar.com) announced that it had integrated the ProMiles FuelTaxOnline fuel tax reporting system into its Networkfleet wireless vehicle management system. Networkfleet transmits GPS location and engine odometer readings to ProMiles for each fleet vehicle. Fleet managers can log in to the ProMiles Fleet Portal to view miles driven in each state, and automatically generate fuel tax reports. The service, which complies with state and federal tax regulations, saves time and money by eliminating the need for manual data entry.

- Netropa Corporation announced a new line of Intellinav (www.intellinav.com) portable navigation devices (PNDs). The new product line will consist of two 3.5-inch-screen models, the Intellinav 2 and 3, and two 4.3-inch widescreen models, the Intellinav 4 and 5. Each new Intellinav PND includes an integrated GPS navigation system. Detailed product specifications and retail availability will be announced closer to product ship dates.

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July 9, 2007 - MachineTalker (www.machinetalker.com) announced that it would offer a cost competitive remote access GSM/GPRS cellular link to its Talkers® devices in the field. MachineTalker has chosen products from DataRemote (www.dataremote.com) to track location and to transmit information from Talker devices. The DataRemote cellular modem with integrated GPS will connect into a wireless mesh network of Talkers. Talker devices service environmental sensors or monitor cargo in transit.

July 10, 2007 - Gumstix (www.gumstix.com) announced its integrated, open source cellular communications platform: the Goliath™ line of expansion boards. The Goliath-vx board provides GPRS/EDGE function while the Goliath-GPS-vx board combines GPRS/EDGE and GPS. Each Goliath board attaches to a gumstix™ motherboard (verdex only) using a 60-pin connector and includes audio, LCD, touch screen, USB host, 3D-accelerometer and battery management. General availability is planned for late July. The company will begin taking pre-orders at gumstix.com starting July 16, 2007.

- RouteMatch Software (www.routematch.com) announced the launch of two new transportation management solutions for public and private transit providers – a fixed route CAD/AVL software application, RouteMatch CA™, and a management console application for paratransit providers, RouteMatch MC™. RouteMatch CA is a fixed route CAD/AVL software application designed for establishing fixed route databases and reports on schedule adherence. The application features mapping and interfaces to GPS devices.

- Novatel Wireless (www.novatelwireless.com) announced upgrades to its HSDPA and EV-DO Rev A embedded modules with wireless functionalities that include antennae diversity, receiver technology, increased bandwidth and throughput (up to 7.2 Mbps). GPS functionalities have also been enhanced to support the development of OEM designs.

- NearBio (www.NearBio.com) announced the establishment of NearE85.com: a free United States E85 station database, accessible from cell phones and mobile devices. NearE85™ (www.NearE85.com) enables mobile phone users (and computer users) to find the nearest E85 stations based on city, zip code, or GPS coordinates. The national database of over 1000 mapped locations is updated daily and is complete with driving directions, hours, and payment options.

- Williams-Pyro (www.williams-pyro.com) announced the AccuTag Vehicles Systems, a tool for fleet management. AccuTag plugs into the diagnostic port of vehicles, collecting data remotely and transmitting it wirelessly. The product provides vehicle status, fault code, driver performance, GPS and route history data.

- 3M (www.3M.com) announced the expansion of its product family of RFID-enabled electronic utility markers with the release of new markers designed for near surface and deeply buried applications. The 3M RFID Marker System provides identification of marked facilities. The 3M RFID marker locating technology enables the pinpointing of markers on all of the established utility marker frequencies. 3M's Marker Locator System includes hand-held 3M Dynatel 2200M Series locator units, which offer compatibility with industry standard field data collection devices.

July 11, 2007 - Tele Atlas (www.teleatlas.com) announced that the availability of Tele Atlas MultiNet for Oracle® Database 11g is planned for August 2007. The full Western Europe version will include Oracle Database 11g geocoding and routing extensions. Oracle Database 11g-compliant 3D City Maps are scheduled to be included later in the year. MultiNet is a turn-by-turn database product for creating map-based solutions. MultiNet-based applications have already been deployed in automotive systems, personal navigation devices, personal computers, PDAs and mobile phones.

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July 11, 2007 - ProLink Solutions (www.goprolink.com) announced that its distributor in South Africa, Elumina South Africa, would install the GPS based golf ProLink system at Leopard Creek Country Club (Malelane, Mpumalanga). The system installed was purchased from ProLink under ProLink's distribution agreement. Opened in 1996, Leopard Creek borders the Crocodile River and Kruger National Park.

- NAVTEQ (www.navteq.com) announced that it would be offering NAVTEQ® map data in Oracle® Spatial 11g geocoding, routing and mapping format for location-enabling enterprise solutions. The deployment of Oracle Database 11g with NAVTEQ map data will support applications such as business intelligence, utilities, field service, insurance, finance, transportation, and communications.

July 12, 2007 - NAVIGON (www.navigonusa.com) announced the general availability of the NAVIGON 5100 and the NAVIGON 7100 – new personal navigation devices (PND). The NAVIGON 5100, which will be available for purchase this July, measures 4.2 x 3.3 x 0.9 inches and weighs 6.35 ounces. It offers, text-to-speech driving directions, subscription-free real-time traffic information, destination guides and traffic lane assistance. The NAVIGON 7100 features 2D and 3D map views on 4.3 inch full-color touch screen display. Additionally, the NAVIGON 7100 offers Bluetooth functionality for hand-free calling.

- According to The Insight Research's (www.insight-corp.com) market analysis study, entitled "Location Based Services Market 2007-2011", the worldwide market for location- based telecommunication services is expected to reach nearly 1.5 billion dollars in 2007 as an increasing number of cellular and other wireless carriers provide customized services based upon a location-awareness of their end-users. Location-based telecommunication services are most popular in Asian countries, where they provide wireless subscribers with tailored information based upon their current location. The study notes that consumers of mobile telecommunications services are adopting location based services along with other IP-enabled services such as video telephony, fixed-mobile convergence, file sharing, streaming and presence based services.

- Broadcom (www.broadcom.com) announced that it had completed the acquisition of Global Locate, a privately held provider of GPS and assisted GPS (A-GPS) semiconductor products and software. Broadcom paid approximately \$143 million in cash in exchange for all outstanding shares of capital stock and other rights of Global Locate. Additional consideration of up to \$80 million in cash will be reserved for future payment to the former holders of Global Locate capital stock and other rights upon satisfaction of certain future performance goals.

- Bourque Data Systems (www.railtrac.com) and Satamatics (www.satamatics.com) announced the successful network integration between the two companies. Working together, they integrated Satamatics' Inmarsat D+ satellite communications network with BDS' RAILTRAC® for real-time railcar GPS location and asset monitoring.

July 13, 2007 - China Datacom (www.datacomchina.com) announced that it received the final confirmation from Jiangsu Administration of Transportation for an R&D project entitled, "Jiangsu Public Platform and Management System for Transportation Satellite Positioning". This project will explore the requirements for Jiangsu provincial road transportation satellite positioning system, establish the system standards, and promote the application of the system in the transportation system in Jiangsu.

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July 16, 2007 - Telit (www.telit.com) announced that masternaut had chosen Telit's ultra-compact GC quad-band series M2M modules to equip its electronic boxes, MCU2 and the Tribox. Initially, the GC quad-band series M2M modules will be deployed in the MCU2 (the embedded electronic box of masternaut - Mobile Collector Unit) and the Tribox first generation (electronic box for tracking and toll services). The next generation of boxes, the MCU3 and Tribox2, which will be launched in spring 2008, will use Telit's GE864 module.

- Skyhook Wireless (www.skyhookwireless.com) announced that it had raised \$8.5 million of new financing, bringing total funds raised to \$16.8 million. Leading the round was new investor RRE Ventures joined by existing investors Bain Capital, Intel Capital and CommonAngels. Skyhook's offers software based Wi-Fi Positioning System (WPS).

- NAVTEQ (www.navteq.com) announced that RBC, Canada's largest bank by assets, has chosen to participate in NAVTEQ's Direct Access program and provide its bank branch and ATM locations to mobile consumers using NAVTEQ digital maps in navigation systems and internet-based and wireless mapping applications.

- MapFrame (www.mapframe.com) announced that it would offer NAVTEQ® map data for street-level viewing and routing. In combination with NAVTEQ digital map data for the U.S. and Canada, MapFrame's FieldSmart® Route will display the optimal path between two or more points. The routing engine can also provide turn-by-turn audio or on-screen directions if the crew is working in unfamiliar territory.

July 17, 2007 - loopt (www.loopt.com) announced the launch of a social mapping service on Sprint wireless network. The service will enable customers throughout the US find and connect friends. loopt uses the GPS capabilities on select Sprint phones to enable friends share their location and view geo-tagged photos. It automatically updates the location of contacts in a user's private network and displays it on a map. It sends an alert when a friend is near by and enables users to send proximity messages to friends when they are in the vicinity. loopt will be offered on more than 25 Sprint and Nextel phones for \$2.99 per month, plus standard data charges.

- Trimble (www.trimbel.com) announced the introduction of the Nomad™ series of rugged handheld computers. Standard Nomad comes with an 806 MHz processor, 128 MB of memory and integrated Bluetooth technology. In addition, a range of optional configurations is available including an integrated GPS receiver, a bar code scanner, a digital camera, and WiFi. The Nomad's design is targeted for public safety, land surveying, field service, engineering and construction, utilities, mapping, military and other outdoor or service-related applications.

- GPS International Technologies (GPSit) (www.gpsit.com) announced the release of its Smart Board™ technology. Smart Board is designed for covert use by law enforcement, investigators, government agencies and businesses. It detects the presence of motion, light or heat, and communicates that information to the GPSit Find & See (FS1) tracking system. FS1 tracking devices provide assisted GPS location information by way of a timed synchronized system. FS1 Locator software displays location on digital maps that can be viewed at the GPSit website.

- DataRemote (www.dataremote.com) announced the launch of its new CDS-1900 modem. The CDS-1900 is a quad-band GSM/GPRS modem with factory-installed options to support USB, RS-485 and RS-232 interfaces. The CDS-1900, which features an integrated GPS engine, enables Automatic Vehicle Location (AVL), Automatic Meter Reading (AMR), Remote Equipment Monitoring (RME), Intelligent Trafficking, and embedded applications.

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July 17, 2007 - Catcher (www.catcherinc.com) announced the released of the second generation of CATCHER™ Command and Control Application platform. The new rugged CATCHER™ platform incorporates digital audio/video, GPS, biometric sensors, fingerprint scanning and rapid communication technologies. The platform, which combines these technologies in a single portable device, is aimed at commercial, defense and first responder applications

- AeroScout (www.aeroscout.com) and Surecom announced that they are working together to implement a medical alerting system for PresCare, an Australian aged care provider. The joint solution, which uses AeroScout's Wi-Fi based Active RFID tags, enables tracking the status of elderly residents around one of PresCare's main residential sites in Queensland, Australia. The solution is based on a set of configurable location-based 'rules', which trigger alerts when rules are violated. These rules could include an at-risk resident wandering within a dangerous location, lack of movement, activation of a self-alerting button, or other events. Whenever an alert is triggered, an on-call nurse is notified through his/her handheld device.

- Research In Motion (RIM) (www.rim.com) announced the BlackBerry® 8820 smartphone. The BlackBerry® 8820 feature RIM's thinnest smartphone design with a full and tactile keyboard, display (320 x 240), navigation system and voice and data functionality. It also includes built-in GPS, RIM's latest media player enhancements, and a microSD / microSDHC (microSD High Capacity) expandable memory slot. The phone is the first dual-mode BlackBerry handset, which combines EDGE/GPRS/GSM cellular and Wi-Fi® connectivity.

July 18, 2007 - WebTech Wireless (www.webtechwireless.com) announced that Coach Canada, a Stagecoach company, would implement the WebTech Wireless Quadrant™ system, a vehicle-based Telematics solution, which uses GPS tracking on GSM/GPRS networks. The Quadrant system configuration for Coach Canada includes the WT6000 Locator™ coupled with the WebTech Wireless mobile data terminal (MDT). Integration with Coach Canada's existing AS400 business systems platform includes custom forms and reporting that combine data from the WT6000 Locator, the MDT and the AS400.

- Springbank Resources announced that it had signed a letter of intent to acquire PocketFinder LLC. PocketFinder is developing a wireless personal location device that uses GPS and GPRS technology. PocketFinder is in the development stage and has not yet generated any revenues. The letter of intent provides that Springbank will acquire PocketFinder for shares of Springbank's common stock. The acquisition of PocketFinder is subject to a number of conditions, including the signing of a binding agreement between Springbank and PocketFinder.

- SANYO (www.sanyo.com) announced the availability of two "Easy Street" portable navigation systems in the United States. The Easy Street NVM-4070 and NVM-4050 offers a 4-inch, 16:9 widescreen LCD touch screen display. Both devices employ text-to-speech, turn-by-turn navigation. Pre-installed maps contain complete U.S. data (including Alaska and Hawaii), plus Canada and Puerto Rico. Over 1.8 million points of interest are included. The NVM-4070 can also receive data from the Traffic Message Channel (TMC), which reports real-time information on accidents, road construction and other incidents that can affect traffic flow.

- Networkcar (www.networkcar.com) announced that it had selected the Siemens TC63 wireless module for its Networkfleet™ wireless vehicle management system. The Siemens module is integrated into the Networkfleet in-vehicle device, which transmits GPS location and engine diagnostics from the vehicle to a network operation center. Siemens TC63 covers all four GSM frequency bands and has the capability to provide machine-to-machine (M2M) connectivity on GSM or GPRS networks throughout the world.

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July 18, 2007 - Garmin International (www.garmin.com) announced that Handmark would distribute Garmin Mobile for GPS enabled BlackBerry devices. Garmin Mobile gives turn-by-turn, voice prompted directions to most destinations in the United States or Puerto Rico including points of interest (POI's) such as hotels, restaurants, gas stations, ATMs and tourist attractions. Garmin Mobile is available through Handmark for \$9.99/month.

- INRIX (www.inrix.com) announced the upcoming availability of the latest version of its historical traffic speeds product, Nationwide Average Speeds (NAS) version 2.0. NAS provides typical or average speeds and travel times in as short as 5 minute increments for each day of the week and for holidays across all major freeways, highways and arterial roads throughout the U.S.

- ABI Research (www.abiresearch.com) announced a new report titled, "Fleet Management Systems in Taiwan". The report observes that commercial telematics had seen rapid growth in Taiwan over the past few years, and most mobile operators have offered services since 2002. Taiwanese fleet management system (FMS) vendors are expected to capture 25% of a global market worth nearly \$2.2 billion by 2012. Taiwanese FMS hardware shipments are predicted to reach 5.45 million units in 2012. In addition, the report indicates that within Taiwan's domestic market, the growth of logistics and transport demand will drive a rapid development of the fleet management market, with service revenue showing a compound average annual growth of 28%, and subscriber numbers approaching 400,000 by the end of 2012.

July 19, 2007 - Nokia (www.nokia.com) announced that it intends to provide assisted GPS (A-GPS) service to all of its future devices that have built-in GPS. The first devices to use this service are the Nokia 6110 Navigator and the Nokia N95 multimedia computer. This service can reduce the GPS time to first fix (TTFF) in most geographical locations. While NOKIA's A-GPS service is free, wireless operators may apply charges for the Assist data transfers.

- Mobestar (www.mobestar.com) announced a partnership with Bone Fish (www.bone-fish.com), a co-operative of online dating sites. This partnership enables Bone Fish to offer a mobile phone dating services to its customers through the incorporation of Mobestar's mDate solution, which provides access to user profiles and delivers text and picture messaging services. It also allows users to find who is on line locally, and enables targeting advertising on a geographic basis.

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