

**SAVE THE DATE!**

November 14-15, 2007

Monza International Speedway

[www.telemobilityforum.com](http://www.telemobilityforum.com)



*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 4 of the new Pulvermedia Location Services Report covers the following topics:*

- Asset, people and vehicle tracking
- LBS and telematics Reports
- Location based advertising
- Emergency services
- Telematics
- Local positioning
- Navigation
- LBS applications
- GPS
- Hand held devices
- LBS platforms

*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
- LBS applications
- Tracking
- Mobile devices
- Navigation
- LBS platforms

*Please stay tuned for more information on the Telemobility Forum Meeting or email: [richard.erb@pulvermedia.com](mailto:richard.erb@pulvermedia.com).*

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**August 6, 2007** - Garmin International ([www.garmin.com](http://www.garmin.com)) announced the nuvi 260, an in-dash personal navigation device (PND). The device, which incorporates an internal GPS antenna, includes preloaded detailed mapping of the entire United States, Canada, and Puerto Rico – with approximately six million points of interest.

- Visto ([www.visto.com](http://www.visto.com)) announced that the Tianjin MIE Productivity Center (MIPC) and Ke An Vehicle Satellite Location Network Technology Corporation (Ke An) had selected Visto Mobile™ to bring push email to their GPS customers. MIPC is a government agency offering software applications to businesses in Tianjin, China. Ke An is a provider of GPS application to over 100,000 vehicles GPS service.

- JupiterResearch ([www.jupiterresearch.com](http://www.jupiterresearch.com)) announced a new report, titles, "Location-Based Services: Where Are You?" The report finds that 42% of parents with children under age 13 are especially interested and willing to pay for services that allow them to track their child's location. 26% of cell phone owners between the ages of 18 to 24 want mobile social networking applications based on their friends' locations. In contrast, use of available mobile applications to aid in more traditional navigation remains low, with less than 3% of cell phone users reporting routine use of maps or turn-by-turn directions in their travels.

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**August 6, 2007** - RedSky Technologies ([www.redskyE911.com](http://www.redskyE911.com)) announced that The Association of Public-Safety Communications Officials (APCO) International honored the Virginia Commonwealth University the 2007 Corporate Award for Leadership in 9-1-1 Locations Solutions. APCO provides the award annually to an enterprise in recognition of its 911 public safety advances. For its E911 solution, the university selected RedSky's E911 Manager because it automatically captures location changes for all types of phones including nomad IP phones.

- SiRF ([www.sirf.com](http://www.sirf.com)) announced that it had completed the acquisition of Centrality Communications, a privately held developer of navigation processor solutions for mobile navigation devices. The transaction closed on August 6, 2007. Under the terms of the agreement, SiRF acquired all the outstanding shares of Centrality capital stock. According to the announcement, Centrality will enable SiRF deliver end-to-end, multifunction location platforms employing system-on-chip (SoC) technology.

- TechnoCom ([www.technocom-wireless.com](http://www.technocom-wireless.com)) announced the successful completion of the production certification of its LocationAssurance Manager™(LAM) for a tier-one wireless operator's nationwide network. The company teamed with Openwave Systems ([www.openwave.com](http://www.openwave.com)) to deliver the LAM solution. The solution automates data collection, analysis and reporting of location information used for both enhanced (E911) and commercial location-based services.

- Silicon Laboratories ([www.silabs.com](http://www.silabs.com)) announced that TomTom ([www.tomtom.com](http://www.tomtom.com)) had adopted the Si4710 FM transmitter for the new TomTom GO 520 and TomTom GO 720 portable navigation solutions. By using the Silicon Laboratories FM transmitter, the TomTom navigation devices would be able to transmit music and navigation information over a car stereo.

- GloNav announced the opening of its Taiwan office to support cellular handset, personal navigation device (PND) and other consumer electronics makers in the Asia Pacific regions. GloNav is a semiconductor company that develops GPS and other satellite navigation technologies and products.

**August 7, 2007** - Magellan announced the introduction of its new Triton series of portable handheld GPS receivers. The Triton series of six new units is designed with a new user interface and screen graphics. The full-featured Triton units offer full-color, touch-screen controls and the ability to record and attach audio to waypoint files. Other features include a built-in 2MB pixel camera, digital compass, barometer and a built-in LED flashlight. Following an alliance between Magellan and National Geographic, the Triton series is the first outdoor handheld to offer users access to downloadable National Geographic topographic maps

- Point To Point Technology ([www.ptp-group.net](http://www.ptp-group.net)) announced that Cellport Systems ([www.cellport.com](http://www.cellport.com)) had granted it with U.S. licenses for Cellport's patented technology for connecting wireless phones to automotive, home, office, and hand-held devices. Point to Point USA will use Cellport's Telematics technology to provide Corporate and Government buyers, resellers and consumers with wireless information and entertainment products.

- u-Nav Microelectronics ([www.unav-micro.com](http://www.unav-micro.com)) announced the availability of Install n Go™ reference application software. Based on u-Nav's Orion RX2™ GPS receiver, the Install n Go™ is a Windows CE® host application program that initializes the Orion RX2™ GPS hardware, manages the fully ported Hosted Orion RX2™ navigation software and provides a standard NMEA interface for Windows mapping software through an integrated virtual serial communication port.

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**August 7, 2007** - SPOT ([www.findmespot.com](http://www.findmespot.com)) announced the introduction of the SPOT™ Satellite Messenger. SPOT messenger provides for communication outside of cellular coverage. In an emergency, SPOT enables sending messages, which include GPS location, to family members, friends or E911 dispatchers. The SPOT Satellite Messenger weighs 7.37 ounces and priced at less than US \$150. It enable tracking the messenger's location and progress on a computer using Google Maps™ and SPOT's website.

- WhereNet ([www.wherenet.com](http://www.wherenet.com)) announced general availability of the latest release of WhereSoft™ Yard version 5.0. The application features user-defined business rules to automate workflow in medium-to-large yards. Depending on the volume and velocity of the yard operation, WhereSoft Yard can be used with or without the benefit of WhereNet's real-time locating system (RTLS) technology.

**August 8, 2007** - ShopLocal ([www.shoplocal.com](http://www.shoplocal.com)) announced the launch of ShopLocal Mobile, a GPS-based mobile application that connects retailers and consumers to the ShopLocal.com site, based on consumers' locations. ShopLocal Mobile was developed in partnership with uLocate Communications, and is launched on WHERE ([www.where.com](http://www.where.com)) mobile GPS widget platform. The mobile shopping application extends ShopLocal.com promotions and ads to GPS-enabled cell phones.

- Bourque Data Systems ([www.railtrac.com](http://www.railtrac.com)) announced that it had certified integration between its RAILTRAC® system and RFTrax's Asset Management Platform ([www.rftrax.com](http://www.rftrax.com)) for wireless GPS monitoring of railcars. The RFTrax AMP offers a solar-powered rechargeable battery and a transmittal of data payloads up to 0.5 MB.

- NavCom Technology ([www.NavComTech.com](http://www.NavComTech.com)) announced the release of StarControl, a utility designed to adapt commercially available handheld controller solutions and programs to support NavCom GPS receivers. The utility enables multiple off-the-shelf Windows-based handheld controller devices to work with select NavCom GPS receivers. It also enables users to view receiver status such as navigation mode, satellite tracking status, and many other receiver functions.

**August 9, 2007** - Astrata Group ([www.astratagroup.com](http://www.astratagroup.com)) announced that Siemens Wireless Modules would supply it with Siemens' GSM communication modules for its advanced telematics unit. The Siemens GSM module enables communications between the command and control center and the Astrata telematics unit. Astrata focuses on location-based IT services and solutions that combine GPS, wireless communications and geographical information technology.

- Sprint ([www.sprint.com](http://www.sprint.com)) announced that FamilyWatchdog, a resource for mapping addresses of registered sex offenders, is now available on select Sprint phones. In addition, the Sprint Family Locator service is now available on more than 100 locatable phone models, including the new MUZIQ™ by LG® and the UpStage™ by Samsung®. Sprint Family Locator is a GPS location-based service that enables a parent to use a phone or PC to locate a child on a map.

- Comtech Telecommunications ([www.comtechmobile.com](http://www.comtechmobile.com)) announced that its Maryland-based subsidiary, Comtech Mobile Datacom Corporation, received orders totaling \$12.4 million for its Movement Tracking System from the U.S. Army. Total orders received to date increased to \$428.6 million. The orders are for the supply of Comtech's Model MT-2011 and MT-2012 mobile satellite transceivers, control station computers and support services. Comtech's Model MT-2012 mobile satellite transceivers feature embedded RFID technology and GPS.

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# LBS REPORT

## *Pulvermedia's Location Based Services Report*

August 2007 | VOL. 5

**August 9, 2007** - MicroTrak GPS ([www.microtrakgps.com](http://www.microtrakgps.com)) announced the CycleTrakGPS. The water-resistant unit is targeted at Motorcyclists. It includes internal antennas, backup battery, motion detection, on/off switch, SOS switch and color maps with aerial view and street overlay display. It also features event alert notifications that include Geo fence alert and low battery alert.

- Nuance Communications announced that Nuance® Voice Control™ is now available for the BlackBerry® 8800 from AT&T, and the BlackBerry 8830 from Sprint. Nuance Voice Control is a one-click mobile search and messaging application that is driven by voice commands. The application, which is integrated with the built-in GPS of the BlackBerry 8800 series, enables natural speech location based services

- Polar ([www.polarusa.com](http://www.polarusa.com)) announced the availability of the RS800G3 multi-sport training system. Powered by the SiRF starIII™ chipset, the G3 GPS Sensor, worn on the arm or attached to a belt, communicates wirelessly with the RS800G3 device. Movement in outdoor activities is tracked by GPS, which provides speed and distance data

**August 13, 2007** - Nemerix ([www.nemerix.com](http://www.nemerix.com)) announced the availability of its NeX (Nemerix Extended Ephemeris) Assisted GPS technology on all Nemerix NX3 GPS platforms. Nemerix's NeX technology stores location data for all functional GPS satellites, for seven days. Satellite data is then transferred at one time to a mobile handset or personal navigation device using a small file. The announcement claims that Nemerix's NeX delivers a 2-20 second Time-to-First-Fix (TTFF) capability, under hot, warm, and cold-start conditions. The service is offered at no additional cost on Nemerix platforms.

- NovaTracker ([www.novatracker.com](http://www.novatracker.com)) announced the introduction of the web-based real-time security guard system, GuardTrax™, to track, monitor, and manage security personnel in real-time. Among its features is a vehicle-tracking device that plugs and plays with many fleet tracking software products. It also features a compact, battery-powered GPS tracking device designed for asset tracking solutions.

- Intermap Technologies ([www.intermap.com](http://www.intermap.com)) announced the launch of AccuTerra™ for outdoor GPS and PND products. The product offers 3D maps and points-of-interest (POI) – integrated with interactive 3D rendering software. AccuTerra enables PND features that can alert individuals when they deviate from a pre-selected route, or miss a turn.

- Frost & Sullivan ([www.ti.frost.com](http://www.ti.frost.com)) announce a new study, "Intelligent Transportation Systems - Enabling Technologies and Innovations". The study finds that there are numerous applications such as collision avoidance, incident management, and weather alerts that benefit from the use of Intelligent Transportation Systems (ITS). Large-scale deployment of these systems is expected to improve traffic and related problems in the years to come. In particular, the study finds that short-range communication (DSRC) and wireless access for vehicular environments (WAVE) have had a profound impact on ITS applications

- VeriChip ([www.verichipcorp.com](http://www.verichipcorp.com)) announced that its wholly owned subsidiary, Xmark Corporation, had entered into a Teaming Agreement with Ekahau ([www.ekahau.com](http://www.ekahau.com)). Under the agreement, the two companies agreed to collaborate on wireless solutions in the healthcare market. The agreement covers Xmark's RFID-based healthcare security systems and Ekahau's Wi-Fi-enabled Real Time Location Systems (RTLS). Specifically, the companies will collaborate on providing solutions around asset tracking, infant protection, patient safety and theft prevention in the healthcare industry.

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**August 13, 2007** - ATX Group ([www.atxg.com](http://www.atxg.com)) and SK Telecom ([www.sktelecom.com](http://www.sktelecom.com)) announced the creation of a strategic, cooperative agreement to deliver telematics services to the Chinese market. The companies intend to have services in place by 2008. The alliance combines SK's experience in developing 3G wireless applications in the Chinese market with ATX's experience in customizing data and voice services for different types of in-vehicle and off-board devices, automobile brands, and vehicle owners.

**August 14, 2007** - Wireless Matrix ([www.wrx-us.com](http://www.wrx-us.com)) announced FleetOutlook, a hosted Mobile Resource Management (MRM) solution. The MRM application provides integrated planning and dispatch functionality to enterprise customers for managing their mobile fleet and workforce resources. Nearly 50,000 subscribers in the cable, utility, railroad and other field service industries use Wireless Matrix's MRM solutions.

- Tele Atlas ([www.teleatlas.com](http://www.teleatlas.com)) and Travel Channel Media announced an exclusive agreement to make text, audio and visual content from the Travel Channel available for Tele Atlas digital map users. According to the agreement, application developers will be able to incorporate the Travel Channel's library of location-based, travel-related content into personal and in-car navigation systems and mobile, wireless and Internet map applications powered by Tele Atlas.

- QUALCOMM ([www.qualcomm.com](http://www.qualcomm.com)) announced that more than 300 million mobile handsets worldwide had been shipped with QUALCOMM's gpsOne positioning solution. The announcement claims that gpsOne provides the position-location technology behind the majority of location services offered by more than 50 major network operators worldwide. It supports Assisted-GPS and Standalone-GPS modes, as well as gpsOneXTRA™ Assistance technology for enhanced Standalone-GPS performance. The gpsOne solution is integrated into most of QUALCOMM's Mobile Station Modem™ (MSM™) chipsets.

- Pharos Science & Applications ([www.pharosgps.com](http://www.pharosgps.com)) announced an agreement with T-Mobile USA that will enable Pharos to give customers up to \$200 off the purchase of the Pharos GPS Phone 600 and 600e when purchased with a new T-Mobile contract. This brings the price of the phones with Microsoft Live Search and free real-time traffic information, down to \$499.95 and \$399.95 respectively when combined with a T-Mobile voice and data plan.

- ObjectFX ([www.objectfx.com](http://www.objectfx.com)) announced that Add On Systems would offer the ObjectFX FleetScope™ system as part of its suite of transportation monitoring products and services. Using data from a trucking company's existing business systems, in combination with vehicle location data from GPS and other geo-positioning systems, the FleetScope solution provides a dynamic and customizable map display and console showing the location and real time status of items of interest such as trucks, trailers, containers, warehouses and fuel stops.

- MicroTrak GPS ([www.microtrakgps.com](http://www.microtrakgps.com)) and The Ethos Group announced a strategic alliance aimed to deliver theft recovery and tracking device available in the automotive retail space.

- iTRAK ([www.itrak.com](http://www.itrak.com)) announced the availability of its new FleetFinder™ application for PDA and Smartphone devices. FleetFinder displays fleet vehicles' locations with choices that include a directional icon on a full-screen interactive map; an information window showing text-based location, time, and speed; or a daily summary of position count, stop count, and geofence activity.

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**August 15, 2007** - GiSTEQ ([www.gisteq.com](http://www.gisteq.com)) announced the launch of GiSTEQ PhotoTrackr™. The product combines digital photos and GPS location. GiSTEQ PhotoTrackr™ includes a 16-channel GPS unit that is 3.05 inches long and weighs two ounces. It is available at authorized dealers in the US for \$129.95.

**August 16, 2007** - A survey from Telematics Research Group ([www.telematicsresearch.com](http://www.telematicsresearch.com)) finds that. Bluetooth connections for hands-free phone operation, navigation, and support for digital music devices will be available as standard or optional equipment on the majority of the 2008 automobile models. The survey of 100 upcoming models shows that nearly 70% of the models for sale in North America would offer a voice-activated Bluetooth interface for hands-free phone operation. About 80% of the announced models offer navigation as standard or optional equipment.

- Reportlinker.com ([www.reportlinker.com](http://www.reportlinker.com)) announced the availability of its new report, "Portable Navigation Industry Report, 2006-2007". The report finds that market demand for navigation devices and GPS soared. Although the main civilian consumption market of navigation devices is still the vehicle navigation, the proportion of the personal leisure navigation devices is also increasing. The report also finds that since 2001 the PND (Personal Navigation Device) is replacing the integral vehicle navigation device.

- DigiSoft.tv ([www.digisoft.tv](http://www.digisoft.tv)) and Tech Mahindra ([www.techmahindra.com](http://www.techmahindra.com)) announced the release of DigiTracker™. DigiTracker is aimed at IPTV (Internet Protocol Television) operators to allow tracking of mobile phones by viewers. This opt-in application will allow TV viewers such as parents to see the current location of their children's mobile phone on the TV screen. It will also allow text or SMS messages to be sent to that phone.

- AAA ([www.aaa.com](http://www.aaa.com)) and the Automobile Club of Southern California announced that AAA's travel information, mapping expertise and road service is available on a newly launched service called AAA Mobile®. The service provides audible, turn-by-turn directions as well as information such as Diamond Ratings® for hotels and restaurants and points of interest found in AAA's TourBook® guides. Roadside assistance, available only to AAA members, will be provided with a touch of a button where the phone sends the member's GPS location to AAA and connects the user with AAA for roadside assistance. AAA Mobile is available as a downloaded application to subscribers with select GPS-enabled phones for \$9.99 per month.