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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.*

*Issue 9 of the new Pulvermedia Location Services Report covers the following topics:*

- Tracking
- Emergency services
- Navigation
- Hand held devices
- Telematics
- LBS applications
- LBS Platforms
- Terrestrial based positioning
- Local positioning
- LBS intellectual property
- GPS and Galileo
- LBS and telematics reports
- LBS acquisitions

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**October 1, 2007** - Nokia ([www.nokia.com](http://www.nokia.com)) and NAVTEQ ([www.navteq.com](http://www.navteq.com)) announced a definitive agreement for Nokia to acquire NAVTEQ. Under the terms of the agreement, Nokia will pay \$78 in cash for each share of NAVTEQ including outstanding options for an aggregate purchase price of approximately \$8.1 billion or approximately \$7.7 billion net of NAVTEQ existing cash balance. The acquisition has been approved by the board of directors of each company and is subject to customary closing conditions including regulatory approvals and NAVTEQ shareholders' approval. NAVTEQ is a provider of digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions.

- ViaMichelin ([www.viamichelin.com](http://www.viamichelin.com)), a wholly owned subsidiary of the Michelin group, announced that its ViaMichelin Navigation X-970 portable GPS is now available in North America. The X-970 is the first such device to be integrated with exclusive Michelin content. The ViaMichelin Navigation X-970 offers text-to-speech and Bluetooth(R). The X-970 weighs 5.47 ounces and provides a full-size touch screen (3.5"). In addition to the Michelin Green Guides of hotels, the unit is preloaded with a directory of millions of additional POIs for restaurants, lodging, gas stations, banks/ATMs and other businesses and services.

- Research In Motion ([www.rim.com](http://www.rim.com)) announced the introduction of the BlackBerry(R) Pearl(TM) 8130 for CDMA networks. The BlackBerry Pearl 8130 includes built-in GPS, support for location-based applications and BlackBerry(R) Maps. It also includes a local search capability that allows users to find local businesses, such as banks, hotels and restaurants. The local search feature in BlackBerry Maps was developed with support from Google(TM).

**October 2, 2007** - Teydo Holding Company announced the introduction of FindWhere ([www.ifindwhere.com](http://www.ifindwhere.com)), a real time GPS tracking solution. FindWhere supports a suite of products such as iFind 2000 and iFind 3000, as well as a range of service solutions in their iFind Mobile and FindWhere applications. FindWhere's location solution provides location verification for private investigation, asset monitoring, remote workforce management, insurance and personal safety.

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- Open Interface North America ([www.oina.com](http://www.oina.com)) announced that Sony adopted its Bluetooth BLUEmagic 3.0 software. Sony will use BLUEmagic 3.0 in its new nav-u personal navigation devices -- the NV-U93T and NV-U83. The Sony NV-U93T and NV-U83 nav-u support hands-free calling when interfaced with a Bluetooth enabled mobile phone. Both models will be available in November 2007 throughout Europe.

- Omnilink Systems ([www.omnilinksystems.com](http://www.omnilinksystems.com)), a provider of offender monitoring solutions, announced a partnership with Stop Child Predators ([www.stopchildpredators.org](http://www.stopchildpredators.org)), a non-profit organization committed to protecting children from sexual predators. The two organizations have partnered to encourage policy makers and law enforcement officials to enforce mandatory GPS tracking devices on all convicted sex offenders.

- NovAtel ([www.novatel.com](http://www.novatel.com)) announced that it had been awarded a contract worth EUR 6.3M (US\$8.6M) by Thales Alenia Space Italia (TAS-I) for the continued development of the Ground Reception Chain (GRC) reference receiver for Galileo, Europe's Global Navigation Satellite System (GNSS).

- Descartes Systems Group ([www.descartes.com](http://www.descartes.com)) announced that convenience store chain Wawa had deployed the Descartes AVL (Automated Vehicle Locator) Service for Wawa's direct distribution operations. Descartes' AVL provides a Web-based view of real-time information on delivery arrivals at distribution centers or hubs.

**October 3, 2007** - Intelligentz ([www.intelligentz.net](http://www.intelligentz.net)) announced its newest product line, CartMotion. A Real Time Location System (RTLS), in conjunction with CartMotion's software, provides information on consumers' shopping behaviors throughout a retail environment using sensors. The sensors are positioned around the store perimeter to track shopping carts. CartMotion data includes: consumer-shopping patterns, traffic count by category, time spent in each category, retail conversion rate and asset management.

- BSM Technologies ([www.bsmtechnologies.com](http://www.bsmtechnologies.com)) announced signing a multi-year service and supply agreement for its SentinelFM fleet management system with a large Ontario transportation conglomerate. The contract, valued at over \$300,000 for the initial rollout phase, may be extended and more than double in value to cover the whole fleet operated by BSM's client.

- DeluoGPS ([www.deluogps.com](http://www.deluogps.com)) announced the launch of a new product that combines Live Search for Windows Mobile with the Deluo GPS unit. Live Search for Windows Mobile is a platform for Windows Mobile Smartphones. It enables accessing ratings on nearby restaurants, finding movie show times, checking local weather and obtaining up to date traffic information.

- Garmin International ([www.garmin.com](http://www.garmin.com)) announced the Garmin Mobile XT, a software solution that enables Garmin navigation functionality in select smartphones with internal GPS. Garmin Mobile XT offers preloaded maps and includes access to dynamic content like real-time traffic alerts and fuel prices. It does not require monthly fees or subscriptions.

- Patient Care Technology Systems ([www.pcts.com](http://www.pcts.com)), a subsidiary of Consulier Engineering announced the general availability of the second generation of its automatic tracking software, the Amelior ORTracker(R) 2.0 for perioperative departments. The tracking software enables patient care throughout the perioperative department by serving as a centralized communication portal integrating data from real-time locating systems, the surgery scheduling system, and department communication systems. Amelior automatic tracking software is compatible with locating hardware including ultrasound, infrared, RFID, ultra-wideband, and Wi-Fi.

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**October 4, 2007** - AT&T ([www.att.com](http://www.att.com)) announced that the AT&T Tilt(TM) would debut exclusively through AT&T beginning October 5. The AT&T Tilt, which is the first AT&T-enabled Windows Mobile 6 smart device, features a slide-out QWERTY keypad design, a 3-megapixel camera, 3G data speeds and global connectivity. The AT&T Tilt also features the latest version of TeleNav GPS Navigator(TM) that provides GPS-enabled turn-by-turn voice and on-screen directions, color 3-D moving maps and traffic delay alerts. Business users also can use TeleNav Track(TM), a mobile workforce management solution that includes GPS-enabled tracking, time sheets, wireless forms, navigation, job dispatching and bar code scanning.

- BI ([www.bi.com](http://www.bi.com)) announced that it would supply the Broward County Sheriff's Office Pretrial Services Division with a range of offender monitoring technologies, including GPS tracking systems, to help the division to supervise pretrial defendants. BI has supplied systems that use radio frequency technology to Broward County for 14 years; the inclusion of GPS tracking is new. Under this contract, 160 pretrial defendants will be monitored with GPS tracking systems.

- InnerWireless ([www.InnerWireless.com](http://www.InnerWireless.com)) announced that Denver Health has expanded its RFID tracking throughout the 1.5 million-square-foot hospital using InnerWireless' Vision, a real-time location system (RTLS). Vision is formerly known as PanGo.

- Rosum ([www.rosun.com](http://www.rosun.com)) announced that it had signed a licensing and joint development agreement with Intel Corporation to enable indoor/outdoor TV-location detection capability for mobile devices. As part of this agreement, Rosum has licensed certain TV-location technologies to Intel and will co-develop future products targeted for mobile platforms. The companies have also agreed to jointly market and distribute these products globally for use in mobile Internet devices, mobile phones, handheld consumer devices and other similar devices.

- SecureAlert, a subsidiary of RemoteMDx ([www.remotemdx.com](http://www.remotemdx.com)) announced fulfillments on contracts in 29 counties in Texas. SecureAlert estimates that by the end of 2007 it would be monitoring more than 2,500 offenders in Texas alone. SecureAlert combines GPS offender monitoring, two-way voice communications, application-specific software, and a tamper-resistant device worn by the offender.

**October 5, 2007** - Vsurance ([www.vsurance.com](http://www.vsurance.com)), a provider of pet health insurance, announced that its Spot the Pet(TM) animal locator system would enable pet owners to locate their lost pets, as well as monitor the pet's move. The company says that it is focusing on the development of a GPS receiver and a GSM modem attached to the pet's collar. This product would enable monitoring the location of pets via cell phones or PDAs. In addition, Vsurance plans to add a "Lost and Alone" Policy, which will be combined with "Spot the Pet" to provide coverage for veterinary fees if pets require life saving treatment while lost.

**October 8, 2007** - NAVTEQ ([www.navteq.com](http://www.navteq.com)) announced that Autodesk and Nokia are Global Sponsors of the fifth annual NAVTEQ Global LBS Challenge ([www.lbschallenge.com](http://www.lbschallenge.com)). The Global LBS Challenge invites developers to build innovative LBS applications that work with mobile phones and/or wireless handheld devices using dynamic positioning technology and NAVTEQ(R) map data. Participants have the chance to compete for a global prize pool of cash and data licenses worth \$3 million USD, as well as gain exposure for their applications.

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- Networks In Motion ([www.networksinmotion.com](http://www.networksinmotion.com)) (NIM) announced an agreement with Nordisk Mobiltelefon (NMT), a mobile communications operator licensed in Sweden, Norway, Denmark, Poland and Ireland, to provide mobile phone navigation and group finder services. Utilizing NIM's LBS technology on GPS-enabled mobile phones, Nordisk will offer NMT Navigator, which includes turn-by-turn, voice-prompted directions as well as local search of millions of points of interest.

- NovAtel ([www.novatel.com](http://www.novatel.com)) and Hexagon ([www.hexagon.se](http://www.hexagon.se)) announced that they had entered into a definitive agreement under which Hexagon has agreed to acquire all the outstanding shares of NovAtel for US \$50 per share. NovAtel is a provider of Global Navigation Satellite System (GNSS) components and subsystems.

- Sky Detective ([www.skydetective.com](http://www.skydetective.com)) announced that it has a Patent Pending for a GPS/CDMA assisted device that can be attached to individual gang members by order of the court, as a condition of their probation or parole. The device, which provides the gang member's location, would indicate when a gang member leaves or enters designated areas (inclusion or exclusion zones).

**October 9, 2007** - CSR ([www.csr.com](http://www.csr.com)) announced that Yingda is deploying a nationwide network using CSR's software based location technology in China. Using a GSM/W-CDMA network, the Yingda solution using CSR technology has been tested over the last 24 months and is now certified and approved to be deployed on China's operators' mobile networks. CSR claims that it patented eGPS (enhanced GPS) software based location technology has a very short TTF (time to first fix) and enhanced tracking and location accuracy that works deep indoors.

- Ekahau ([www.ekahau.com](http://www.ekahau.com)) announced that Carolinas HealthCare System (CHS), the third largest public healthcare system in the United States, has selected Ekahau to provide CHS with Ekahau's Real Time Location Systems (RTLS). CHS is using the Ekahau RTLS WiFi solution for a centrally deployed asset tracking application for its acute care facilities. CHS expects to track thousands of assets across its campuses starting with infusion pumps and ventilators. Completion of the RTLS system is expected in early 2008.

- General Motors ([www.gm.com](http://www.gm.com)) and OnStar ([www.onstar.com](http://www.onstar.com)) announced that they had demonstrated a technology that would gradually and safely slow down a stolen vehicle. OnStar Stolen Vehicle Slowdown will allow advisors working with law enforcement services to send a signal to limit fuel flow to the engine, gradually slowing down the stolen vehicle. This solution is designed to protect bystanders and police from potential injuries resulting from a dangerous high-speed pursuit.

- TeleNav ([www.telenav.com](http://www.telenav.com)) announced that Federated Service Solutions implemented TeleNav Track, a mobile workforce management solution, to provide on-the-spot appointment details, monitor employee locations and work hours. Federated Service Solutions installs technology infrastructure for companies in retail, banking and financial services.

- According to Telematics Research Group (TRG) ([www.telematicsresearch.com](http://www.telematicsresearch.com)) automotive Telematics is making a comeback in the automotive industry. Accordingly, by 2015 more than half the vehicles sold in the U.S. will come with a telematics service as annual sales of telematics on new cars pushes 12 million. By 2020 the majority of new cars sold in the U.S. will come with standard telematics. Worldwide annual sale of telematics-enabled vehicles is expected to reach 50 million in 2020.

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- Wherify Wireless ([www.wherifywireless.com](http://www.wherifywireless.com)) announced its intent to deliver in Q1 2008 its Location Based Services (LBS) platform, named Springboard. Springboard is designed to enable carriers, application providers and mobile device manufacturers to develop location based services applications for their products and services. The platform will provide development capability to support a wide array of consumer and enterprise applications beyond navigation, such as mobile social networking, mobile community search and shopping, fleet management, and more. Springboard technology will also support both GPS- and non-GPS-equipped devices. The platform is GSM-based, but it is implemented independent of carriers' infrastructure.

**October 10, 2007** - Altera ([www.altera.com](http://www.altera.com)) and TRS-STAR ([www.trs-star.com](http://www.trs-star.com)) announced the PARIS development platform, a scalable infotainment platform for the automotive market. Featuring an Altera(R) Stratix(R) II FPGA, the TRS-STAR's PARIS platform targets automotive multimedia systems used in next-generation car infotainment and telematics systems. The PARIS platform supports CAN, MOST, USB, Ethernet and SDHC interfaces and features a scalable automotive graphics system with multiple video-in and video-out functionalities, an audio processing module, and an application processor.

- CarPoint ([www.carpoint.co.kr](http://www.carpoint.co.kr)) announced that it plans to introduce a new GPS navigation product, the XROAD V4150. The XROAD V4150 is equipped with a 2GB SD card preloaded with maps North America, built-in blue-tooth function, real time traffic information system, ultra-bright 4.3" touch screen, and millions of POI (Points-of-interest). The XROAD V4150 is equipped with a Samsung processor for route calculations, and a SiRF-Star III GPS receiver.

- Telephia ([www.telephia.com](http://www.telephia.com)), a service of The Nielsen Company, announced its second quarter report on mobile applications. The report finds that consumer demand for location-based services (LBS) such as navigation is growing. Of the \$118 million in revenue that downloadable mobile applications generated in Q2 2007, LBS represented 51%. Networks In Motion (NIM) secured a 27 % share of carrier revenue from mobile applications. Telenav Mobile followed with a 15% share of carrier revenue. LBS applications command a healthy price premium compared to other downloadable mobile applications. The average price per month for an LBS application is \$9.23, as compared to a range of \$3.82-\$5.41 for other applications such as weather, sports and wallpapers/pictures.

- LocatioNet Systems ([www.locationnet.com](http://www.locationnet.com)) announced that it was selected to launch amAze at the DEMO Germany event. DEMO is a launch venue for new products, technologies and companies. It will take place for the first time in Europe - Munich, Germany, October 15-16 2007. amAze provides voice and graphical turn-by-turn navigation, mapping and local search service for mobile users. amAze is provided by LocatioNet and its affiliate network content providers.

- Networkcar ([www.networkcar.com](http://www.networkcar.com)) announced that it had partnered with Arsenault Associates to integrate engine diagnostic data into Arsenault Associates' Dossier fleet maintenance software. Networkcar's vehicle management system Networkfleet(R) will enable Dossier users to automatically receive odometer readings, hourly meter readings, and diagnostic trouble code notifications. Furthermore, Networkfleet enables fleet managers to access information on many aspects of fleet operations via the Internet including GPS location information.

**October 11, 2007** - AppLocation Systems ([www.applocation.net](http://www.applocation.net)) announced the availability of RFind's tag-to-tag real time locating system (RTLs) on the MOBILEFusion(TM) Asset Tracking Logistics Platform. The platform enables companies to deploy location data into their Enterprise Resource Planning (ERP) systems from wireless handheld devices. MOBILEFusion is a carrier grade platform that enables location solutions interface telephony networks with ERP applications such as inventory, billing and order entry.

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- LeisureLogix ([www.leisurelogix.com](http://www.leisurelogix.com)) announced the launch of the company and the upcoming release the company's first product, an online road trip-planning tool, the RoadTrip Wizard(TM). The LeisureLogix platform combines planning, booking, mapping and routing capabilities. The platform includes more than five million points of interest in over 87,000 cities and towns in the United States. The RoadTrip Wizard generates recommendations from a broad range of user-provided criteria and provides personalized road trip plans for every search, complete with turn-by-turn directions.

- US National Telecom ([www.USnationalTelecom.com](http://www.USnationalTelecom.com)) announced that it had entered negotiations to purchase a majority of the shares of Dash911 Solutions, a privately held Delaware corporation. Formed in 2005, Dash911 Solutions was one of the first providers of E911 emergency calling services for VoIP telecom providers. Terms of the proposed purchase have not yet been disclosed.

**October 12, 2007** - Effective Control Transport ([www.ecnholding.com](http://www.ecnholding.com)) announced the acquisition of Argo Navigation. According to the announcement, this acquisition intends to accelerate Effective Control Transport's product delivery within the transportation industry. Argo Navigation is a developer and manufacturer of GPS tracking components.

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