

MOBILE MARKETING GEO-LOCALIZATION LOCATION BASED ADVERTISEMENT INCLUDES LEGACY PHONES. MINIMUM NETWORK PRE-REQUISITES

On demand location request:

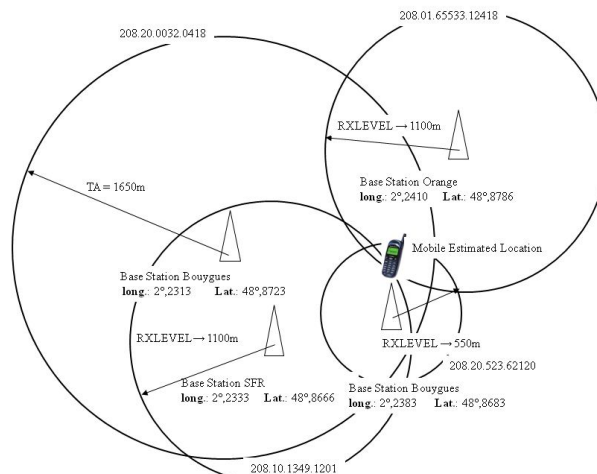
- ◆ Provide maps with points of interest to your customers based on their accurate location.
- ◆ Our partner can provide or create numerical maps and Points of interest for any country.

Mobile marketing: Automatic alerts near points of interest

- ◆ Whenever a mobile registers in a list of designed cells created in the concerned BSCs and RNCs (3G), an ALERT will be generated to the mobile marketing application.
- ◆ Send business sponsored SMS to mobile reaching this area.



- ◆ Accurate Network Based method working with all legacy phones whether they have GPS or not.
- ◆ Solution designed for minimum requirements on NSS and BSS features.
- ◆ A-GPS available for GPS equipped mobiles .
- ◆ Use of networks measurements make method much more accurate than just cell-ID without requiring LMUs in your network.



GEO-LOCALIZATION

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