



## **Mobile Location Overview**

**April 2011** 

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## **Any Device – Any Network**



LOC-AID is the World's Largest Location Gateway for Enterprise LBS



**T**··Mobile

The LOC-AID Offer connects the most Multi-National carrier footprint for GPS and Cell Sector

LOC-AID can locate

#### **ANY DEVICE**

300M+ handsets
No App required
No download required
No user push needed
PCS, SMS, MMS, WEB,
WAP, JAVA, BREW

any kind of device

#### **ANY NETWORK**

100% addressable
subscribers
M2M
Data that can locationenable any mobile
application

on any carrier

#### **ANY LOCATION**

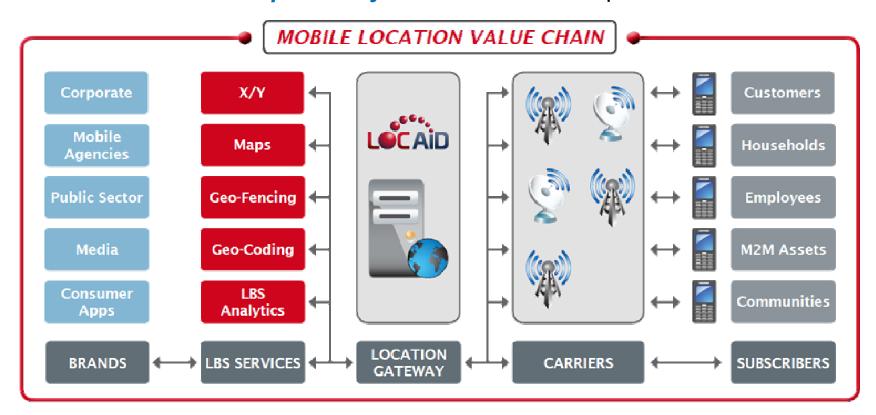
Indoors or Outdoors
GPS or CELL-ID
High Accuracy
Low Accuracy
CDMA
GSM
iDEN

via any LBS technology



## LOC-AID: Location-as-a-Service (LaaS)

- Enables enterprise customers to easily access mobile location information of all customers or employees to deliver location-aware services & content
- Enterprises can now gain access to their customer's location information ondemand, based upon their business requirements or business events
- No software to download, install, or license is required; mobile location information is obtained with no user dependency once OPT-IN in completed.





## **LOC-AID** – Value for Your Clients

## Imagine...

- Reduce fraud management costs with identity authentication
- Improve marketing ROI with better SMS targeting (Proximity Marketing)
- Better security for VIPs
- Find lost phones quickly
- Roadside assistance
- Low-cost, "bring your own phone" tracking (call centers, transportation)
- Get started testing within hours





### What is Network-Based Location?

# LOC-AID has developed a unique strategy for delivering network-based location information and value-added services geared toward creating new revenue streams for our developers.

- Network-based location techniques utilize the carrier network infrastructure (Cell towers) to identify the location of the wireless device.
- Carrier network-based location information offers some significant advantages:
  - ✓ The ability to access precise (Assisted GPS) and course (Cell ID) location data
  - ✓ No device dependency Operating Systems, GPS, Smartphone or Feature Phone
  - ✓ No device or interaction required (Cell ID)
  - ✓ No user download required (Cell ID)
  - ✓ Secure and can not be manipulated like GPS location on smartphones



## **Location Technologies and Precision**

#### Cell ID

Uses the cell site and the respective sector to report estimated latitude and longitude

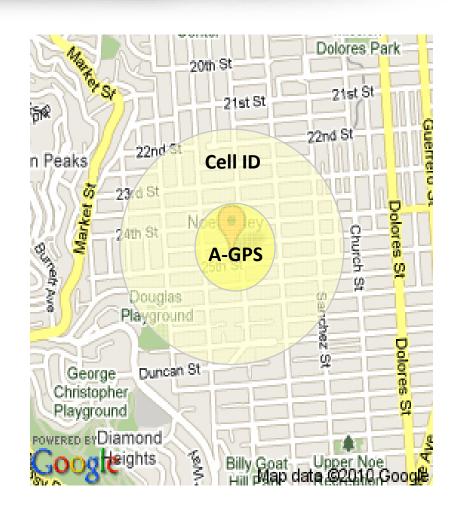
- Accuracy = 100M+ Can be as accurate as 100M in metropolitan cities like New York City
- Speed: Fastest method to return a location, approx 3-10 Sec
- Advantages: Fastest, can locate any device type
- Disadvantages: Accuracy depends on density of cell towers.

#### Assisted GPS (aGPS)

GPS uses Assistance Data to more quickly determine its location

(as compared to stand-alone GPS)

- Accuracy = 15 meters to 30 meters
- Speed: slowest, approx 30 Seconds
- Advantages: very accurate if devices can see satellites
- Disadvantages: slowest method





## **LOC-AID Customer Value Prop**

## Customer Value Proposition for Location Based Services Increases as it Goes Across Carriers and is Device Agnostic

## Business (Developer)Advantages

- ONE API
- ONE Price
- ONE Contract
- Single Point of Contact
- No Client Development
- No Mobile Adoption
- Low Cost of Entry
- LOC-AID does Not Create Applications

### Market Advantages

- Immediate Access to Entire Mobile Subscriber Base
  - Increases usability of devices for Young Adult market segment
- Business Model End User is **NOT** the Customer
- Scale across Carriers/Countries
- Cross-Carrier services Geo-fencing,
   SMS
- Accelerated Time To Market
- Secure



## More than smartphones: LOC-AID locates ALL devices. We provide "ubiquity" in coverage.

	Network-Based	App-Based
US Addressable Subs	285 million	50 million
Adoption Hurdle	NO Download	App Download Required
Platform-specific App	NO – All phones	Platform specific (iPhone, Android, Blackberry, Windows, etc.)
Speed	0 - 10 seconds	15 - 30 seconds
Accuracy	5 – 500 meters	5 -100 meters
Indoor Coverage	YES	NO
Downtown Coverage	Better	Worse
Battery Drain	None	Severe
Data Integrity	Network Secure	App Allowed (Spoofing Permitted)

#### Lat/Lon:

- Locate a mobile phone. Data provided will include: Latitude, Longitude, Accuracy and Time Stamp.
- Synchronous or asynchronous request, single phone or batch-mode

#### Messaging (SMS):

 Access to the messaging platform for location and privacy functions; alerting, reminders, opt-in and opt-out.

#### Reverse Geo-Coding (Address):

- Receive real-time location information. Data provided will include: Physical Address, City, State, Zip Code, Country, Accuracy and Time Stamp.

#### Geo-Fencing:

- Create a virtual fence around a specific wireless device. Set monitoring controls, fence boundaries and alerts when end users are entering or leaving the geo-fence.



## **On-Boarding Overview**

#### **ACTION**

#### **TIMELINE**

Sales Cycle  1 Day + (Dependent on the size of the company and the number of approvals necessary)

On-Boarding

- 1 Business Day
  - Kick-Off Meeting, API Documentation, Credentials, Test Account (if applicable)

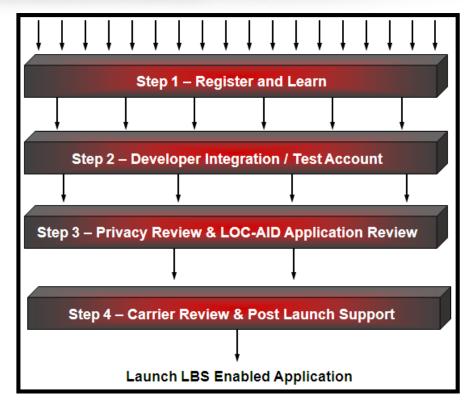
Customer Integration  1 Day + (Dependent on the complexity of the customer's systems)

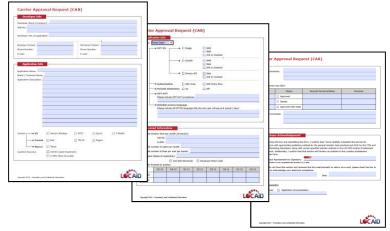
Carrier Approval

~ 2 Weeks

Launch

Immediate Upon Carrier Approval







## **Developer Zone**





## **Use Case Examples**

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#### Fraud & Authentication

#### Credit/Debit Card Fraud

- Verifying mobile location and card transaction are in same proximity
- Reduces fraud cost by reducing declined authorizations due to false positives
- Improves fraud ROI by qualifying fraudulent transactions





Where are your credit cards?

\$7B in Fraud loss in 2009 for banks21 Hours to resolve Claims11mm victims of identity theft in 2009





### Fleet Management – Better flexibility and control

- Cross-carrier location data enables "bring your own phone" capability
- Minimal to no upfront investment for fleet tracking – only a cell device is required
- Track contract drivers just by knowing their cell phone number; no setup/no download/no driver interaction necessary (other than OPT-IN)
- Cell location provides valuable back-up to installed GPS systems when fleet asset is indoors or in a city "canyon" + minimal drain on device battery
- Build API into your already existing application or view locations using convenient web tool



"Where's my delivery?!"





### **Mobile Tracking**

Mobile location of standard cell phones provides effective, low cost tracking of employees and staffing:

- Executive safety
- Remote nursing & home healthcare
- Corrections





## 5M parolees and 7M bail bond holders

- Reduce offender supervision effort, to reallocate officer time to higher risk offenders
- Reduce bail bondsmen risks & costs with the ability to control client in-state compliance





## **Proximity Marketing**

Pushing targeted content based upon mobile location and time-of-day to maximize call-to-action or response

- Content, due to its higher level of relevancy, is more valued by the user/consumer than broadcasted text or e-mail
- Content is delivered without user/consumer dependencies or actions – user always receives content when phone is "on"
- Mobile Location information is provided "on-demand" as a business service, enabling retailers/brands/entertainment to decide when to deliver specific content to maximize ROI
- Drives rich analytics of when? and where?
- Therefore, location-triggered mobile messaging will be more targeted, more impactful, more actionable and more costefficient





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