



SOLUTION OVERVIEW

Locaid® for Travel and Hospitality

Take Care of Your Customer in New Ways

Does it seem like every single passenger on a plane pulls out their phone the second they land? That's not surprising as, according to the World Travel Monitor, 98% of travelers have a mobile phone. Those travelers want a tailored travel and hospitality experience and demand location-based content wherever they go. With Locaid you can give it to them. We allow you to locate over 350 million wireless subscribers, giving you the biggest possible market of travelers.¹

Travelers are using their phones in whole new ways: checking in to hotels the moment they enter the door; booking hotels, flights, and activities; exploring with online maps and location-based information about nearby sites and attractions; and downloading coupons and deals.

Here's what mobile location data from Locaid can do for you:

Virtual Booking, Check-in, and Assistance

People are now using their mobile phones to book airline tickets and reserve rooms. A report conducted by PhoCusWright predicted that U.S. travelers will spend \$76 million on direct domestic hotel bookings through a mobile device. That number is just going to keep increasing.²

Hotels and entertainment venues must have a mobile presence to compete. Fortunately, Locaid allows you to create and location-enable your mobile apps for all phones—whether they are GPS enabled or not, indoors or outdoors.

Some hotels can detect the presence of a guest's phone upon arrival. Upon setting foot in the hotel,

a guest can be automatically checked in and offered instant enhanced services such as welcome messages, upgrade offers, or frequent traveler benefits,

Once settled into a hotel, travelers find nearby friends who are checked in via social networking applications; they learn about local points of interest; they obtain maps, directions, and real-time traffic and weather updates, they book events and purchase tickets, and they do all of this without moving more than a thumb. In fact, according to a study, phones may be the new box office. Juniper Research forecasts a rapid increase in usage of mobile devices for the purchasing of entertainment and travel tickets. Mobile ticketing transactions are expected to exceed \$100B (gross transaction value) as soon as 2012, and more than double the market in 2020.³

Virtual Tours Send Business Where You Need It

Amusement park or resort guides and virtual tours can deliver audio or multimedia clips based on a customer's location. This quickly familiarizes the customer with the amusement park, casino, or resort, and gives them the full benefit of all entertainment offerings. Facilities with multiple revenue centers often have specific areas with long waiting times. When you are able to send people messages promoting nearby activities with shorter wait times, you can utilize all of your attractions more effectively.



Targeted Ads Draw in Like-Minded Customers

With up-to-date reviews of the best nearby restaurants, mobile samples of bands playing inside popular music venues, and simplified information about local shopping, every travel can feel like a local. They can subscribe to geo-fence based services that send alerts of impromptu performances or promotions. This helps marketers sell auxiliary services and do ad-hoc promotions.

How Tracking Works with Locaid

Locaid's mobile location gateway allows providers to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America and Mexico.

How to set up a device

All you have to do is obtain the user's permission and then opt them in.

How a device is tracked

We calculate the location of a device based on its proximity to cell towers. In urban areas, where there are a lot of cell towers, the location might be very precise (100 meters). In rural areas, where there



LOC-AID WHITEBOARD

Whiteboard videos at www.loc-aid.com/whiteboard

are fewer cell towers to bounce a signal off of, the location will be less precise. Because we don't need GPS, however, we can find all phones, both feature phones (such as flip phones) and smartphones (such as iPhones).

What it means for you

Once someone opts in, you can find them quickly.

Why Locaid?

Locaid, the world's largest LaaS (Location-as-a-Service) company, already delivers network location data for over 350 million devices.



Get your Location API at: <http://developer.loc-aid.com/getit>

How Travel and Hospitality Companies Are Deploying Locaid

This is just a small sampling of ways that to enhance your offerings with location-based information:



Mobile check in to hotels and events



Hotel and airline mobile reservations



Proximity marketing to send ads or offers to customers when they near a certain location



Tourist attraction guides to guide users through properties such as amusement parks, casinos, and resorts



Restaurant and entertainment guides



Local transportation offerings, complete with maps



Local search and other location-based info: weather, traffic, show times

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work everywhere. Locaid works on 100% of the devices on the network, indoors or outdoors, on any network platform, all without having the customer download an app on the device. That is ubiquity, and it's why Locaid is the top LaaS company in the world.

No App to Download, and No Cheating

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location from the carriers, not GPS location from an application. Application location, like the kind used in social networking apps such as Foursquare "check ins" and Facebook Places, can be spoofed in a matter of minutes. You cannot rely on app-based location from a GPS signal, but you can trust the kind of location information that we provide: information that cannot be cheated, spoofed, or hidden.

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier's wireless network can be located via Locaid.

Tough Privacy Standards

You must make sure that everyone opts in and that their privacy is maintained. This is another area where we excel. Locaid's patented Privacy Framework surpasses all industry requirements from the carriers, the CTIA, the MMA, and the IAPP.



Inexpensive to Deploy

Locaid is not software, it is not an app, and it is not a fraud measurement tool. It is a raw data feed that you can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your devices through Locaid's patented Location-as-a-Service gateway.

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com.

¹ World Travel Monitor 2010

² PhocusWright April 2010

³ Juniper Research "Mobile Ticketing Markets" September 2011



Get your Location
API now at: [http://
developer.loc-aid.com/
getit](http://developer.loc-aid.com/getit)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>.

