



Mobile Location Overview

April 2011



Any Device – Any Network



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



ANY DEVICE

ANY NETWORK

ANY LOCATION

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

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

100% addressable subscribers
M2M
Data that can location-enable any mobile application

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

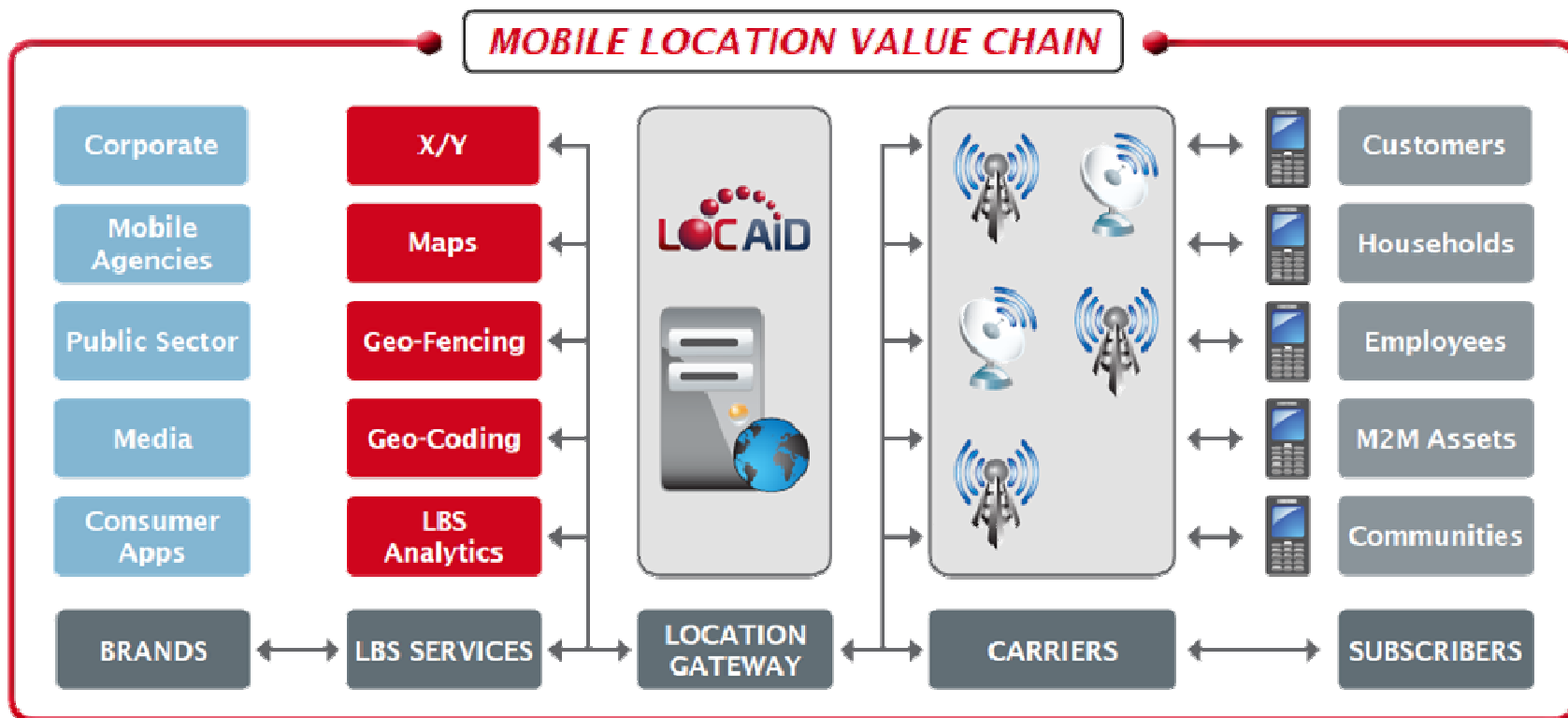
LOC-AID can locate

any kind of device

on any carrier

via any LBS technology

- 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 **on-demand**, 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 is completed.

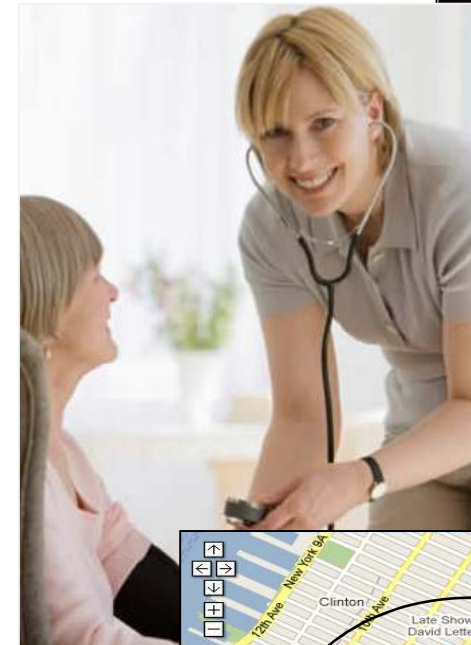




LOC-AID – Value for Your Clients

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

Cell ID

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

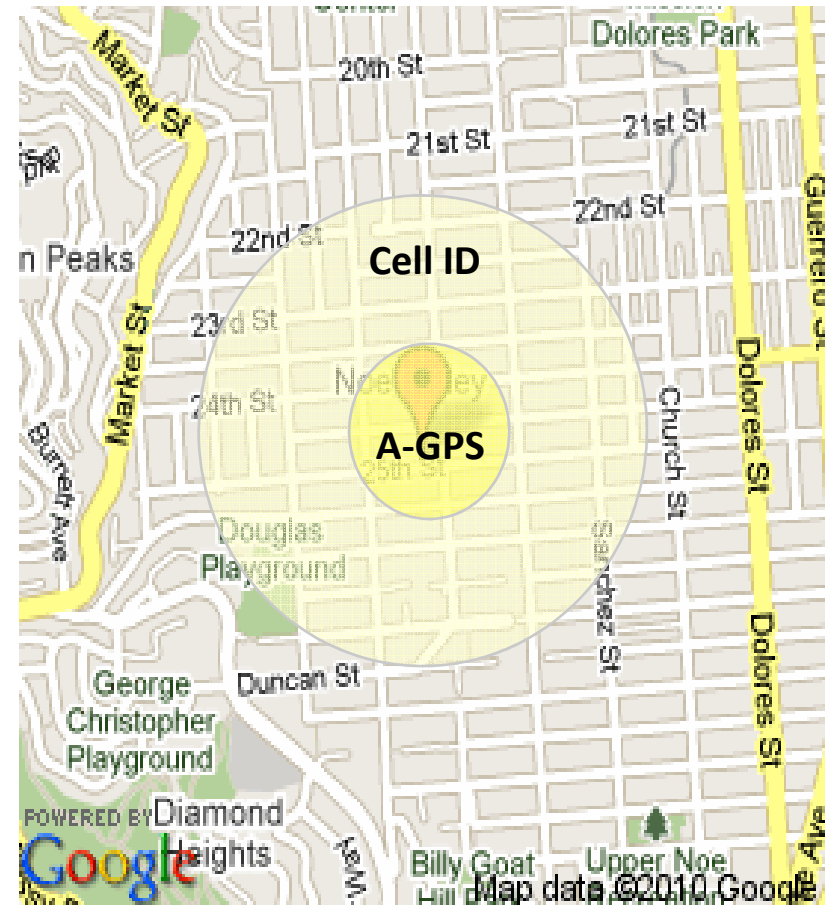
- **Accuracy** = 100M+ Can be as accurate as 100M in metropolitan cities like New York City
- **Speed:** Fastest method to return a location, approx 3-10 Sec
- **Advantages:** Fastest, can locate any device type
- **Disadvantages:** Accuracy depends on density of cell towers.

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





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)



LOC-AID API Solution Suite

■ **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 + (Dependant 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

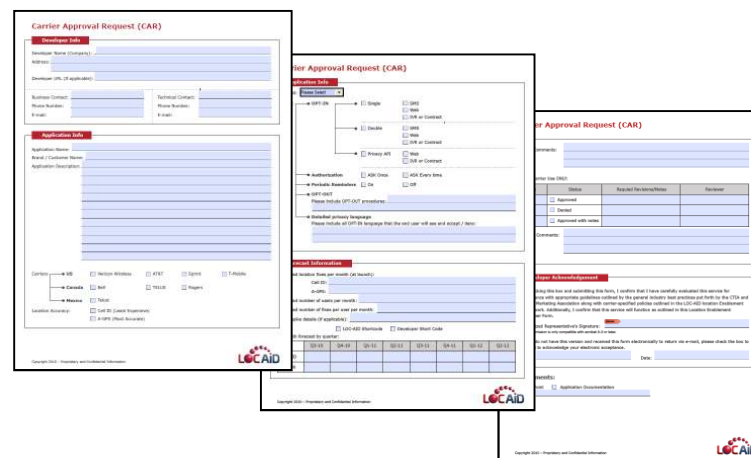
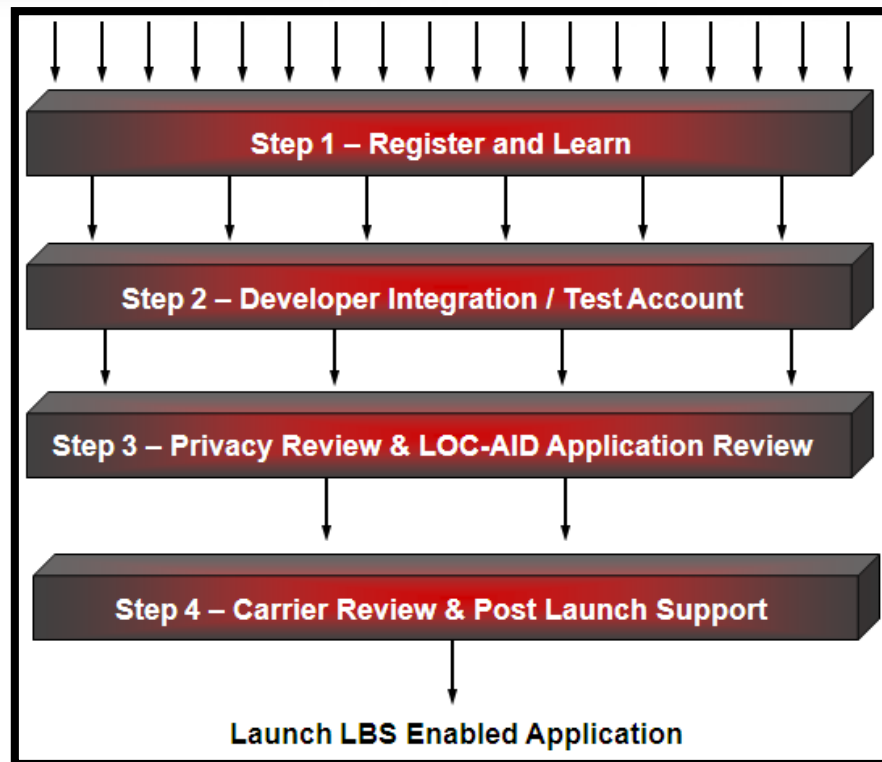
- 1 Day + (Dependant on the complexity of the customer's systems)

Carrier Approval

- ~ 2 Weeks

Launch

- Immediate Upon Carrier Approval



- 1 Comprehensive Developer Zone
- 2 Registration Process for Credentials
- 3 Sample Code
- 4 Demos
- 5 API Documentation
- 6 FAQs
- 7 Contact Information

DEVELOPER ZONE

FREE LOCATION DATA
 Location-enable your app on any phone in 3 easy steps.
 Got Location? You can with LOC-AID.
 Allow your mobile app to locate hundreds of millions of phones in the U.S., Canada, and Mexico. Test drive it for free today, right now, in just a few clicks. So simple, so fast - you'll wonder how your app got around without LOC-AID.

See Location in Action
 Learn what makes a good mobile location application and see how other LOC-AID customers are using location to enhance relevance and stickiness. Check out our [demos](#), or review the go-to-market process [here](#).

Get Started Now

- WATCH location [demos](#)
- TRY location [APIs](#)
- BROWSE our location [documents](#)
- ASK at [FAQ](#) or [email us](#)

Launch your App
 Is your app ready for location? [Click here](#) to register for free location data.

WATCH IT → TRY IT → TEST IT → GET IT

Home | Watch It | Try It | Test It | Get It | Be Notified | FAQ | Document Repository | Launching Your App | Contact Us
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<http://developer.loc-aid.com/>



Use Case Examples

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 banks

21 Hours to resolve Claims

11mm 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



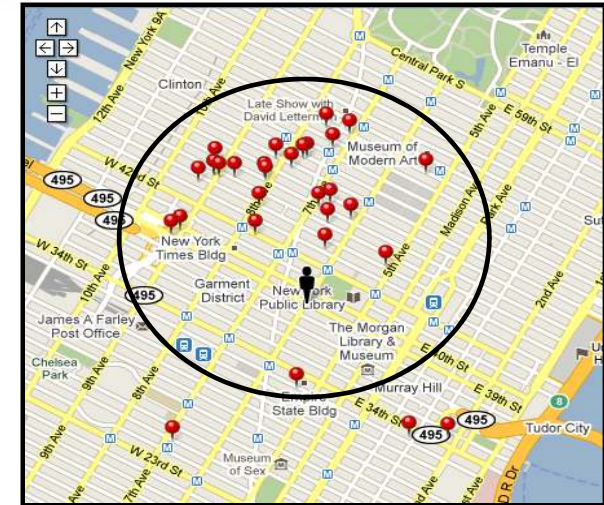
5M parolees and 7M bail bond holders

- 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 cost-efficient**





Jeff Allyn
VP – Location Products and Direct Sales
424-653-9100
jallyn@loc-aid.com
www.loc-aid.com