

## **Pocket IT and Cambridge Positioning Systems partner to showcase high accuracy positioning for 'games' and "find the nearest" services**

**Paris, France, Oslo, Norway and London, UK -** Pocket IT and Cambridge Positioning Systems (CPS) are pleased to announce their collaboration on delivering two applications combined with high accuracy positioning. In an effort to show the potential of E-OTD technology and the benefits of 50-metre accuracy, CPS has established an E-OTD showcase network in Cambridge, UK. The showcase network has been set up to demonstrate a number of corporate and consumer applications to the network equipment vendors and mobile network operators. Pocket IT has been selected as 'best of breed' to present two services on the showcase network, "find the nearest" and a location based Treasure Hunt game called the TreasureMachine.

"We are pleased to be selected to demonstrate live services using CPS' market leading E-OTD based positioning technology. We think the high accuracy location technology with useful and fun services will convince the operators that there are revenues to be made from LBS" says Petter Nyborg, CEO of Pocket IT.

Through its Business Partner Programme CPS is inviting operators, portals, and related stakeholders to experience live demonstrations on a highly accurate location network in the Cambridge area. In collaboration with Pocket IT they have developed support material that analyses potential business models and thus return on investment for implementing E-OTD systems through deployment of applications such as "find the nearest" and location based games.

CPS is working with, or has licensed its E-OTD technology to, most of the network infrastructure providers, including Ericsson, Lucent Technologies, Nortel Networks and Siemens. E-OTD has now been selected by all major US GSM wireless carriers, including VoiceStream, AT&T Wireless and Cingular, as their technology of choice for compliance with the US FCC's emergency services legislation, known as E911.

John Barber, Chief Commercial Officer, CPS, commented: "High accuracy unlocks the real value of LBS. By teaming with companies such as Pocket IT we can demonstrate to mobile operators the compelling range of corporate and consumer LBS which will further enhance the opportunities and potential revenue for mobile network operators. "

### **"Find the nearest"**

Pocket IT, with expertise in deploying location based services and with its suite of navigation tool set of mapping and routing, has teamed up with Mobile Commerce to present "find the nearest". With 50-metre accuracy, users can locate points of interest such as restaurants and bookstores that are in close proximity to their location. The value of high accuracy positioning, combined with Pocket's routing and mapping services, improves the user experience with more relevant and trustworthy queries.

### **Treasure Hunt**

Pocket Its' partner Unwiredfactory has delivered TreasureMachine, a location based virtual treasure hunt that is designed for the mass market or a multiple target markets. By obtaining clues (text or graphics) the subscribers are lead to a fixed location, where the treasure is hidden. The clues are delivered by WWW, WAP, SMS, e-mail, media spots, etc. Some of the clues comprise of treasure maps, riddles, etc. and when the subscriber believes they are on the right spot, they "dig" for the treasure.

### **About Pocket IT**

Pocket IT vision is to be the preferred provider of value added location based services for

turn key value added services to enhance their customers' mobile experience. Pocket IT is offering, through content partners, a wide range of turnkey bundled end-user services that is enabled with location services. The company has deployed services in Norway that integrate automatic positioning with premium billing and has further deployed a number of its navigation services with operators, portals, and content providers throughout Europe.

#### **About Cambridge Positioning Systems**

Cambridge Positioning Systems (CPS) provides world-leading location technology and services for both the corporate and consumer mobile markets. CPS is currently partnering a wide range of organisations to introduce value-added location based services and its strategic partners include network equipment and handset manufacturers and software application vendors. For further information, visit [www.cursor-system.com](http://www.cursor-system.com)

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