

Wavemarket and CPS Target Mobile Operators With Joint Location Applications/Technology Plan

Wavemarket, a pioneer in location-blogging and alerts, and CPS, leaders in location technology for GSM and WCDMA, today announced an agreement to jointly market location-based services to global operators.

With strong demand growing for high accuracy location, the two companies believe that coupling a broad range of exciting and innovative applications with the new location capabilities will help drive market take-up.

Wavemarket's software includes: WaveAlert a platform which enables location-based alerting applications, Map.me vector-based mapping point of interest finder on mobile phones and location-based blogging software which turns handsets into location-enabled broadcasting and viewing services.

More recently, Wavemarket used its blogging technology to launch Crunkie(tm) - a unique mobile social networking tool that uses precise location technology to bring both cell-phone and Internet users together.

CPS's Matrix technology can underpin a full range of location-based applications in both GSM and WCDMA. Software-only, Matrix is now being integrated into a number of devices and has recently been deployed in China.

CPS Senior VP Market Development Jim Cook said: "Wavemarket are ideal partners for CPS - and will play a key role in helping us make high accuracy location-based services come alive for operators. Their innovative approach - and strong brand - is gaining considerable traction in the markets where, we too, are seeing considerable growth in demand."

Wavemarket CEO Tasso Roumeliotis said: "We see the addition of high accuracy to location systems will help fuel the uptake of our mobile offerings, as well as enabling entirely new services. We see that this is the next logical progression for the location industry, and we are excited to be building applications to take advantage of it."