



Oi, Brazil's largest GSM operator successfully trials Matrix with live application requiring high accuracy location.

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FAST-expanding Latin American mobile operator Oi today announced that they have conducted successful trials of the new Matrix high accuracy location technology from Cambridge Positioning Systems (CPS).

The Brazilian-based operator – which has seen phenomenal 350% growth in customer numbers on its GSM network in less than 2 years – will continue to carry out technical and location-based services trials in the Recife region (Pernambuco).

This is the first time that Matrix has been trialled in Latin America and follows recent successful UK testing across London.

Oi selected Matrix because of its ease of deployment and low cost – and it's suitability for mass market applications. Matrix requires only software-enabled standard GSM handsets and a small number of servers – with no additional network equipment required.

Costs are typically less than a dollar per subscriber depending on network size - a fraction of those associated with other location technologies - offering powerful opportunities for operators seeking to provide new precision-based location services.

The trial covering a range of environments includes applications running on the location-enabled network such as a tracking solution provided by Suntech Technologies, which will demonstrate examples for Fleet Management, Dispatch and Asset tracking.

Oi Network Director Antonio Parrini said: "Oi is always guiding innovation to Brazilian market. We brought GSM to Brazil and now we are bringing again high technology to our clients."

CPS Chief Executive Chris Wade said: "In high growth, highly competitive marketplaces, operators are striving to offer new services to differentiate their customer offerings. Matrix offers a unique combination – the lowest cost, high accuracy and rapid deployment capabilities – giving operators the opportunity to build new revenue streams from innovative applications.

"Oi has a reputation for innovation and market leadership in Brazil and have shown tremendous support for our technology in the region. We look forward to building a successful long-term relationship with them".

"We now have an extensive pipeline of Matrix trial requests from operators throughout the GSM world. Working closely with market-leading companies like Oi underlines the significant and growing demand for high accuracy location as an enabler for new services."

A word from Oi:

In June of 2002, Telemar's mobile subsidiary, Oi, commercially launched its GSM mobile services in Brazil. Oi, the only 100% Brazilian mobile telecom operator, owns the first GSM network in Brazil with 2,6 thousands ERBs and an active area of coverage in 16 states and more than 450 districts. Expecting to reach 3 millions customers in the end of 2003 and 10 million mobile subscribers by 2010, Oi must ensure that it's network is running efficiently. Now, the carrier has 2,6 million clients.

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