

Telcordia® Converged Applications

Telcordia® Location-Based Services

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Generate a growing and profitable source of ongoing revenue

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Deliver unique services that will improve customer loyalty

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Run these hot new services at minimal operations and capital expense

Telcordia® Location-Based Services is a pre-built application that's ready to launch on any mobile or IMS network. This carrier-grade, highly scalable application has all the power and versatility to transform your subscribers' handsets into their own personal mapping-routing-navigating-tracking devices.

► Think about the huge percentage of phone calls that involve "geography." "How do I get there?" "Where's the nearest facility?" "Where are you now?" "Can you find me?" These questions are part of billions of communications every day around the world.

It's no surprise, then, that at a time when operators need more revenue streams, when subscribers are at ease with multifunction devices, and when geopositioning technology exists, the communications industry is shifting to a new way of thinking about mobile devices. Are you part of the transformation?

CHANGE THE SUBSCRIBER-PHONE RELATIONSHIP FOREVER

Location-Based Services can turn mobile devices into sophisticated, two-way, feature-rich homing devices. And once your subscribers see what's possible, they'll never go back to plain voice and data.

Our services build on standards-based location infrastructures, so you can give any prepaid or postpaid subscriber, using any device, on any mobile, IP Multimedia Subsystem (IMS), or pre-IMS network, a new communications experience. That experience involves the power to: receive maps, routes, and traffic information via voice instructions, Short Message Service (SMS), or Multimedia Messaging Service (MMS); inquire about names of and directions to nearby locations; be located by

emergency responders; track fleets and workers in real time; and even receive automatic SMS or voice alerts when a colleague or family member reaches a destination.

CALM SUBSCRIBERS' PRIVACY CONCERNS

The public has legitimate concerns about the security of their personal information, and it's understandable that those concerns would extend to a service that allows outsiders to track their whereabouts. That's why our service has capabilities for limiting unauthorized access to location data, including opt-in requirements and anonymity features.

EASILY COLLECT FOR YOUR SERVICES

You never have to worry about the intricate charging scenarios that can result from converged services like Location-Based Services. That's because the Telcordia® Real-Time Charging application runs on our server alongside your service applications to easily manage the most complex, multiparty charging arrangements.

ERASE THE LIMITATIONS ON YOUR CUSTOMER REACH

Our services are accessible across GSM, CDMA, UMTS, and IMS networks, and they offer users Web, SMS, MMS, and Wireless Application Protocol (WAP) interfaces. With an open, highly scalable architecture, our Location-Based Services application lets you grow your footprint as far as it can go.

ACHIEVE SUCCESS

The Telcordia Service Delivery Suite provides a set of service creation and control enablers that deliver on the promise of convergence, allowing you to create, test, deploy, and bill advanced services for fixed, mobile, and converged networks. Built upon our service delivery platform, the suite gives you a faster, more cost-effective concept-to-cash cycle, so you can differentiate your offering and create new revenue streams.

Our Service Delivery Suite is an embodiment of the Telcordia Elements of Success — our Innovation, our Experience, and our Reach — all of which help lead to your success as you evolve your network, deploy new services, and manage the experience of your customers.

AT A GLANCE

Telcordia Location-Based Services can jumpstart new revenues from day one by:

- Delivering communications capabilities that subscribers need every day
- Reaching subscribers on any network using any device
- Featuring strict privacy controls and extremely user-friendly operations.



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