



The Definitive Guide to GPS, RFID, WiFi, and other Wireless Location Based Services

Overview

Wireless Location-based Services (WLS), often referred to as LBS (Location Based Services), at its simplest are wireless services that make use of information about the position of a wireless or mobile device, with that device usually being directly connected to or associated with a human or physical asset. After many fits and starts over the last several years, the market for LBS finally started to solidify in 2007, grew aggressively in 2008, and has and will grow very rapidly through 2010 and beyond, reaching over \$3 Billion in North America by 2012.

With researching dating to 2006, this represents the most comprehensive guide ever published on LBS and a must-have for any company interested in Location-Based Services! The Definitive Guide to GPS, RFID, WiFi, and Other Wireless Location-Based Services addresses the forecast for LBS, emerging and hot markets and applications, key enabling technologies, and more. Discover the secrets on how to best design and market Location-Based Services, how to design an LBS business endeavor, LBS application profiles, and the most useable information about GPS technology available.

Target Audience

- Industry players seeking the latest strategic industry developments
- Investors interested in capitalizing on the burgeoning LBS industry
- Infrastructure providers interesting in integrating user location into applications
- Software providers that seek an understanding of key application requirements and competitive information
- Anyone interested in the structure and interrelationships of the LBS industry, technologies, and the impact of the growing mobile personalization market

Selected Questions Answered in Publication

- What is the current status of the North American LBS market? How are the players interconnected?
- Who are the key providers of location-based services?
- What are the key applications that are successful? Who and what will be successful? Why? How?
- What technologies - individually and in combination - enable these applications?

Selected Companies in Report

ActSoft	Google	SK Telecom	Useful Networks
AEN911	Inrix	SiRF	Verizon Wireless
Alcatel-Lucent	JumpTap	Skyhook Wireless	Wavemarket
Andrew Corporation	KDDI	Smarter Agent	Westwood One
Apple	Loc-Aid	Sony Ericsson	Xora
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AT&T	Loopt	TCS	Zoospi
AirSage	Magellan	Tele Atlas	
Bell Mobility	Metro Networks	Technocom	
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CDR	Motorola	T-Mobile	
Clear Channel Communications	NAVTEQ	Telmap	
Compass/Beidou	Networks in Motion	TeleNav	
deCarta	Nokia	Telus	
DialPlus	Openwave	Texas Instruments	
Garmin Ltd	Pelago	TomTom	
GLONASS	Qualcomm	Traffic.com	
Galileo	QZSS	Trimble	
Global Locate	Rave Wireless	TruePosition	
GPS Industries	RIM	uLocate	

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David Hilliard Williams is an internationally-known expert in the wireless/mobile communications field. His particular specialty is in Wireless Location, including Wireless 911 (E911), Location-Based Services, Radio Frequency Identification (RFID), and location-related Wireless Fidelity (Wi-Fi). He has developed industry-leading business and technology strategies and implementation approaches in these areas and provides consulting services to some of the leading carriers, LBS providers, and LBS consumer in the U.S., South America, and Europe. Over the last three years Mr. Williams has led the development, implementation, and marketing of several consumer and enterprise LBS applications for a leading global carrier. In addition to authoring *The Definitive Guide to GPS, RFID, Wi-Fi, and Other Wireless Location-Based Services*, Mr. Williams is the Author of *The Definitive Guide To Wireless E911*, and *The Definitive Guide To Mobile Positioning and Location Management*. He has been published and quoted by some of the leading magazines and newspapers in the country, including *The New York Times*, *CBSNews.com*, *The Boston Globe*, *Computerworld*, *MissionCritical Communications*, and *RFID Journal*.

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