



BREW® DEVELOPER CASE STUDY

COMPANY:
LOC-AID Technologies

HEADQUARTERS:
Boca Raton, Florida

FOUNDED:
May 2003

OVERVIEW:
LOC-AID Technologies is an international software company that specializes in location based applications including: LOC-AID People, a Friend Finder/peer-to-peer solution; Marketing ACE, a location aware mobile marketing platform; and X-change, the wireless industry's first location gateway capable of sharing location data across disparate wireless networks. LOC-AID is a recognized leader in the LBS field and was awarded the award for top LBS application at the BREW 2006 Conference.

WEB SITE:
www.loc-aid.net

BREW DEVELOPER:
Since 2003



Since being founded in 2003 by Isaias Sudit, LOC-AID Technologies has developed a suite of award-winning LBS solutions that are driving the market beyond basic turn-by-turn directions. With growing interest in LBS technology worldwide, LOC-AID is leading the way by developing consumer friendly applications, as well as pushing the envelope for businesses through mobile marketing campaigns using location awareness.

LOC-AID's primary focus is to exceed the expectations of clients by providing quality systems that incorporate flexibility and ingenuity at low costs. In keeping with that, in 2003 LOC-AID began developing LBS applications for QUALCOMM's BREW solution to expand the accessibility of their applications. In fact, BREW's open architecture serves as an ideal platform for LOC-AID's latest consumer system, LOC-AID People, which was awarded the Developer Award for Best LBS Application at BREW 2006.

LOC-AID People incorporates a suite of "solo" and interactive LBS functions, including "find me," friend-finder, geo-fencing, alerting and messaging. LOC-AID People also incorporates useful tools that identify nearby points-of-interest – including restaurants, stores, gas stations, banks, etc. – or meeting places. Whether this application is utilized in an enterprise setting or social environment, LOC-AID People provides groups the ability to find and locate others in a peer-to-peer environment.

"Subscribers are becoming increasingly location-savvy through the use of personal navigation devices and phone-based navigation applications," said David Allen, vice president of marketing for LOC-AID Technologies. "Now that people understand that mobile phones have the power to generate a position fix, it won't be long before they'll come to expect that same device to deliver services that help them stay connected with others. LOC-AID People addresses our basic human desire to know who – as well as what – is around us."

In addition to LOC-AID People, the company also offers LOC-AID Lite, LOC-AID Web and LOC-AID Fun to their suite of friend finder LBS applications. Each system was designed for the BREW solution and provides a modified version of LOC-AID People's friend finder system alerts. The capabilities of each system offer consumers and enterprises the flexibility to customize their desired content information.

Because it's designed with a similar "modular" style, LOC-AID recognized the importance of the BREW solution in fostering an enhanced environment for the company's LBS developments. By creating their applications for BREW, the company was able to provide their clients with customized wireless location-based services including family finder, social networking and location-aware mobile marketing.

"QUALCOMM's BREW ecosystem has provided a complete end-to-end system for applications, particularly LBS applications," said Allen. "With the ease of development and deployment, BREW has made entry into the LBS application space much easier."

Venturing beyond consumer friend finder systems, LOC-AID recently branched out into mobile entertainment by deploying LOC-AID Treasure. Also based on the BREW platform, LOC-AID Treasure is a new LBS application that allows wireless users to win prizes and experience a mobile treasure hunt by deciphering geographical locations and clues. LOC-AID subscribers are able to regularly register for a new game, with the application notifying them once the game begins. LOC-AID Treasure proved to be so engaging that it took home top honors at the 2006 NAVTEQ Global LBS Challenge Entertainment Category.

Another exciting solution from LOC-AID is their Marketing ACE (Application Creation Engine) platform, which is used to develop location-aware mobile marketing campaigns. Marketing ACE allows for the creation of campaigns such as location-based promotions, advertising or sweepstakes that encompass a relevant marketing theme and leverage formats such as "treasure/scavenger" hunts or point-to-point "chases."

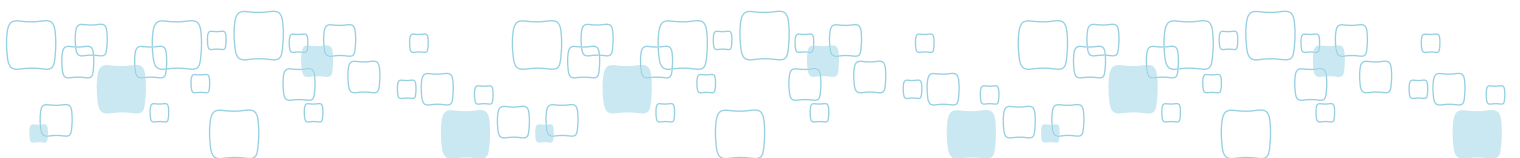
ACE's architecture separates the marketing content from the application functionality, delivering significant development and operational savings over multiple "one off" solutions deployed for each campaign. The Marketing ACE platform provided the accessibility for the location-aware mobile marketing campaign to become a reality. By serving as both a location gateway and application platform, Marketing ACE allows subscribers to unleash the power to target their mobile audience with the right message, at the right location, at the right time.

"The advantages for developing within the BREW solution is the accessibility to location information," said Allen. "The proliferation of QUALCOMM's BREW technology and the handling of the over-the-air (OTA) and billing allows LOC-AID to focus on delivering high-quality applications for the market."

For the future, LOC-AID recognizes the evolution of wireless location applications as it moves away from solely navigational purposes and friend finders to the next generation of location-aware campaigns and location gateways that provide companies access to the mobile marketing space. With the BREW solution, LOC-AID is aggressively pursuing the mobile marketing space through location-aware campaigns via LOC-AID's dedicated location gateway platform, X-change.

"Wireless location applications have historically centered on navigation, points-of-interest and friend finders, while the next generation of LBS will center on location-aware campaigns and location gateways," said Allen. "Mobile marketing companies can now deliver location-aware campaigns, whether cross-carrier or carrier specific, via LOC-AID X-change."

LOC-AID X-change allows mobile marketing campaigns to be created without having to worry about the underlying position determination technologies or gateway interfaces of a given carrier's network. This gateway function allows mobile marketing campaigns to focus on the user experience and let the X-change



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deliver the best available location information to the application, without having to develop to each carrier's unique location infrastructure.

LOC-AID's mobile catalog has now expanded to encompass traditional LBS applications, location-aware applications and location gateways. Throughout it all, the BREW platform has supported LOC-AID's growing stable of products, and the company's applications are now deployed by seven BREW wireless operators: Movistar, Telefonica, Verizon Wireless, IUSACELL, Unefon, Cellular South and VIVO.

"We are confident in our choice to utilize the BREW solution for the quick and complete implementation of feature-rich LBS applications for the mobile community," notes Allen. "The tight integration of the BREW application environment takes our LBS application performance to the next level. The ease of deployment of BREW content across a global network of operators promises LOC-AID the opportunity of a high return on our future development investment."

