

BLUESKY POSITIONING ADDS NFC SUPPORT TO ITS NEW GENERATION AGPS-SIM

BlueSky Positioning today unveiled a new version of their AGPS-SIM, adding support for NFC (Near Field Communication) Technology in a single SIM card. This makes the AGPS-SIM truly powerful and future proof solution; it enables GPS applications and services for existing GSM, 3G phones and upcoming NFC devices without any software or hardware modifications to the handset.

"This combination provides significant benefits for the mobile operators and consumers," said Risto Savolainen, BlueSky Positioning CEO. "Assisted-GPS and emerging NFC can live side by side in the same "Super" SIM card providing unprecedented opportunity for new highly valued applications. Although AGPS-SIM is fully compatible with current phones, benefiting of the NFC features would naturally require a handset upgrade."

BlueSky Positioning brings a new approach to solving the mobile industry's need for affordable, accurate mobile positioning technology by integrating AGPS technology into the SIM, not the handset. Current positioning technologies have major limitations: cell-ID is not accurate enough and GPS-enabled mobile phones, while accurate, are expensive and not widely deployed. This situation creates a challenge for operators – they cannot deliver much-vaunted location-enabled services or meet forthcoming E-112 requirements.

BlueSky Positioning has developed patent-pending technology and processes to embed Assisted Global Positioning System (A-GPS) capability in the SIM card (USIM in the case of 3G handsets), with minimal impact on signal strength and battery life. This means that mobile operators need only replace the SIM cards, not the phones themselves – a far more manageable solution. BlueSky Positioning's A-GPS SIM uses a SUPL compliant assistance data server in the mobile network to reduce the location identification time (Time To First Fix) and increase accuracy, particularly within densely populated areas. By embedding this accurate location capability in the end-user (U)SIM, with or without NFC capability, SIM card manufacturers can enable swift and effective rollout and compliance – and faster emergency response times.

-ENDS-

About BlueSky Positioning

BlueSky Positioning Ltd (UK) was founded in 2005 to develop and market new generation accurate and reliable positioning technology and services specifically designed for GSM and 3G mobile phones. BlueSky Positioning has a research and development facility in Sophia Antipolis, South of France. Additional information about the company is available at www.blueskypositioning.com

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