

BlueSky Positioning and Gecko Landmarks combine A-GPS SIM technology with global point of interest and landmark database

Will enable mobile operators to offer Location Based Services to handsets without GPS capabilities

Sophia Antipolis, France – 12 May 2009: BlueSky Positioning, a provider of revolutionary A-GPS technology for the SIM card industry, has announced its partnership with leading global geo-coded landmark data provider Gecko Landmarks. The deal will provide mobile phone operators with the ability to offer advanced Location Based Services (LBSs) on A-GPS SIM to customers with handsets that do not integrate GPS capabilities. BlueSky Positioning's technology, A-GPS SIM, the world's first Assisted-GPS module for SIM cards, locates the handset quickly, accurately and securely.

Risto Savolainen, Bluesky Positioning's CEO, commented, "Our partnership with Gecko Landmarks is an important strategic milestone to allow us to bring value-added LBS applications and services, using A-GPS SIM technology, to ordinary mobile and smart phone users. Gecko Landmarks unique geo-coded point of interest and landmark data covers every country in the world and together with A-GPS SIM it can support a variety of applications such as tracking, finding friends or places of interest and games - wherever you are."

Gecko Landmarks new and highly innovative global landmark data application is the culmination of several years of intense R&D work. Landmarks help users to locate their friends or points of interest using practical and easy to understand landmark identification. The landmark data is constantly updated and includes well-known local landmarks such as hotels, hospitals, shopping malls, restaurants, schools, major intersections and churches.

Pasi Riipinen, Gecko Landmarks CEO, added, "While maps are useful, they're designed to be spread out across a table and not squashed digitally onto cellphones. Inside a small screen they're cumbersome and out of place, which is why carefully selected landmarks are easier to understand. Globally speaking, most people don't navigate using maps, but rather use locally known landmarks instead. Additionally, using landmark instead of traditionally mapping techniques is far more accessible, as it is a common geographical language understood across the world."

BlueSky Positioning enabled Gecko Landmarks tracking will be available for A-GPS SIMs in the second half of 2009.

About BlueSky Positioning

BlueSky Positioning Ltd was founded in 2005 to develop and commercialize accurate, affordable SIM card based satellite positioning products and services targeted for all GSM and 3G mobile phones. BlueSky Positioning has its headquarters in Luxembourg with subsidiaries in UK and France. Additional information about the company is available at www.blueskypositioning.com

Gecko Landmarks

Gecko Landmarks is a spin-off company of Tramigo – the maker of the best selling GPS/GSM tracking device in the World. Gecko Landmarks produces and maintains highly accurate and content rich geo-coded landmark databases for every GSM country and for numerous mobile phone applications. Gecko Landmarks has its headquarters in Finland with production offices in the Philippines, Singapore, Kenya & Sao Paolo.

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