

**BlueSky Positioning delivers world's first end-to-end security and privacy protection
for location based services**

*Innovative solution solves fundamental security and privacy concerns with GPS for
consumers and network operators whilst adhering to E112 and E911 legislation*

Sophia-Antipolis, France - 19 November 2009 – BlueSky Positioning today announced its A-GPS (Assisted-Global Positioning System) technology for SIM products now provides full end-to-end security. BlueSky Positioning's A-GPS SIM protects the sensitive location information from SIM card to SIM card (or smart card), critical for applications like child tracking, asset tracking and emergency service call pinpointing. These innovative security techniques provide the strongest possible security and privacy protection for mobile phone users and also for operators and other parties providing Location Based Services (LBS) and applications with A-GPS SIM technology.

For the first time, Universal Subscriber Identity Module (USIM) security, including encryption, authentication and authorisation, has been used to control access to a GPS receiver and to the mobile phone location, resolving privacy and security issues. In the A-GPS SIM, the USIM security processor acts as both a physical and logical firewall to the GPS receiver. This provides unparalleled security, ranging from access control and data encryption to data signature and Public Key Infrastructure (PKI), to protect users and service providers.

"The new security feature is a key addition to our successful A-GPS solution, particularly in light of the recent developments in EU law with regards to 112 call tracking," added Velipekka Kuoppala, Vice President of Sales and Marketing at BlueSky Positioning. "Our solution resolves security and privacy concerns for consumers which in turn also appeals to the needs of operators and SIM vendors. As such, we have already seen a lot of interest in our technology from many of the industry's leading network operators and LBS application developers."

Not only are these innovative security features important for consumers, but they are also essential for LBS application developers and service providers as they offer a secure API for development, enabling simple and rapid integration of GPS and LBS services into any mobile handset on the market. The range of applications that can be offered with A-GPS SIM technology is vast - including generic location-based services such as navigation, 'find a place or person' services or location-aware games.

One of the key benefits of A-GPS SIM technology is that it provides the accurate position of any phone that has been used to dial the emergency services, as required by E112 and E911 legislation in the EU and the U.S respectively. As a member of the European Emergency

Number Association (EENA) Advisory Board, BlueSky Positioning is a leading supporter of bringing this technology to the mass market; ensuring emergency calls are tracked with precision.

“To adhere to the latest updates made to EU legislation concerning accurate caller location for 112 calls, it is crucial that companies and emergency service leaders work together to deploy solutions that will save thousands of lives throughout Europe,” commented Gary Machado from the European Emergency Number Association (EENA).

BlueSky Positioning's A-GPS SIM solution can be quickly and easily implemented into high and low-end handsets at very low cost; meeting mass market needs whilst giving operators the opportunity to offer advanced Location Based Services to customers with handsets that do not already integrate GPS capabilities.

-ENDS-

About BlueSky Positioning

BlueSky Positioning Ltd was founded in 2005 to develop and commercialise 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

About EENA

EENA, the European Emergency Number Association, was set up in 1999 as a non-profit association registered in Belgium to serve as a neutral discussion platform for emergency services, industry and informed citizens with the aim of getting efficient, interoperable and harmonised emergency telecommunications in accordance with citizens' requirements. EENA has been advocating to authorities the issues related to the 112 as there are more and more EU citizens travelling for business or leisure. EENA is also promoting the establishment of a general, pan-European, multilingual, simplified and efficient system for alerting citizens about imminent or developing emergencies.

Additional information about EENA is available at www.eena.org

EENA Advisory Board

Following major political successes such as the endorsement by a very large majority of the European Parliament of the Written Declaration on the European Emergency Number 112 and the Written Declaration on Early Warning Systems, EENA has set up an Advisory Board in order to gather the main emergency telecommunications stakeholders which include

politicians, professional users associations, international organisations and associations as well as solution providers.

http://www.eena.org/view/en/EENAnetworks/EENA_Advisory_Board/List_of_members/providers.html

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