



[Interview: Andrew Grill, GM Sales and Marketing of Seeker Wireless on location based services](#)

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[Seeker Wireless](#) has developed solutions to provide location based services on existing unmodified 2G and UTMS handsets. I asked Andrew Grill, GM Sales and Marketing of Seeker Wireless an open question on his view of the future of wireless based location services.

First a bit more background on the Seeker Wireless solution. Their technology enables network operators to use a patent pending combination of Cell-ID, signal characteristics and network measurements to provide location accuracy in the range between GPS and [E-OTD](#), and in their own words “with minimal initial outlay, no network changes and very low operational costs.” The company has 50 staff and is based in both London and Sydney. See more about them at <http://www.seekerwireless.com>

So my question to Andrew was: *[There are a few location awareness services available now.](#) Can you provide a couple of examples (get out your crystal ball!) of where you think these may end up in say 5 years time? And thus potentially the demand based reasons as to why having accurate and cheap location based technologies will become part of everyday life...*

Andrew: Mobile phones are not just for talking – location is going to be key. Already companies have started using it for gaming, networking and searching. Google maps, Buddy Beacons, sports tracking, mobile child tracking and alerting services are growing in popularity. I predict that in five years time, or potentially sooner, these solutions will really take off and become part of the consumers’ everyday life. However, for this to happen, the manufacturers will need to make improvements to provide more sophisticated, accurate location technology.

Currently, most of these applications rely on GPS technology to determine a location and therefore fall short as GPS is unable to work indoors. For such applications to really take off, they will need to incorporate most accurate location technology that can narrow a location down to as little as 100 meters. The technology should also allow the individual to use the application in indoors and out. With such

improvement, such applications are certain to become part of the mobile phone user's day to day life.

Location technology will also be used by mobile operators to fight off the threat posed by Fixed Mobile Convergence. Fixed Mobile Substitution incorporating high accuracy location technology will make it possible for mobile operators to encourage subscribers to use the mobile at home instead of the landline. In 5 years, could the landline be dead and buried?

Richard T.



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