

## All Operators can now launch successful HomeZone Services

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### **Seeker's SeekerZone™ solution provides Mobile Operators with the tools to deploy a profitable Home Zone service.**

Seeker's CTO, Dr. Malcolm Macnaughtan, said "In the past, many Operators have not been able to deploy quality Home Zone services, because the first generation of Home Zone systems were plagued by large zone sizes and unreliable billing, resulting in a high level of customer complaints.



The SeekerZone™ General Availability release includes 35% smaller zone sizes than earlier releases, and a unique feature enabling average reliability and zone size to be adjusted in steps as small as 1%. Operators can now launch successful Home Zone services without the previous headaches of large revenue cannibalisation, subscriber complaints, and costly investments in network planning tools."

Features of the GA release include:

- ⦿ A server-only version can be launched without the need to deploy applets on SIM cards, enabling rapid deployment with 100% handset reach.
- ⦿ The zone size for the server-only version is now more than 50% smaller than first-generation Cell-ID systems, yielding a commensurate reduction in cannibalisation.
- ⦿ An adjustable operating point allows the Operator to adjust the reliability and zone size in fine increments to a level that suits their service requirements.
- ⦿ Software enhancements that mean SeekerZone™ can be deployed with an even lower cost for hardware and third-party software than earlier releases.
- ⦿ For services requiring the ability to manage terminating calls and SMS by location, the SIM Toolkit applet version is available. The applet in this release has been optimised to achieve a footprint as small as 6kB, enabling the option of Over The Air (OTA) deployment to existing SIM cards.
- ⦿ The applet version also offers the user a continual zone status indication via the idle screen, together with 99.5% reliability and zone sizes up to 5 times smaller than first-generation Cell-ID systems.

Seeker's CEO, Chris Drane, said "I am proud of all the hard work that our team have done in order to achieve GA. SeekerZone™ can now be easily and quickly deployed by Operators around the world. I would also like to thank our key partners and customers for their contribution to the building of a GA product, and invite other IN and charging platform vendors to consider integrating SeekerZone™ into their offerings."

### **About Seeker Wireless**

Seeker Wireless, founded by pioneers of mobile location, has developed breakthrough innovations in wireless geo-location for mass market devices. Seeker's patented zone detection and geo-fencing algorithms yield substantial gains in accuracy and reliability. The technology enables a range of unique solutions for Location Based Services, Location Based Billing and Location Based Advertising. More information is available at [www.seekerwireless.com](http://www.seekerwireless.com).

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