

## Seeker Wireless offers free trial of location capability for Mobile Operators

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### Unique technology offers ability to demonstrate in-market Location Based Services.

**Mobile Asia Congress, Hong Kong** – November 17, 2009 – Seeker Wireless today announced a new innovation in mobile location technology, made available for attendees at the Mobile Asia Congress, 2009. For an Operator, the path to trial location technology is normally a long and frustrating one, involving tight integration into the network, and the tedious task of correcting errors in the network database. And after all the effort, the results are often disappointing.



Seeker Wireless, with its deep expertise in mobile location, has developed a technology that can be trialled very quickly with results that delight Mobile Operators. Indeed, using Seeker's technology, it is possible to have a trial up and running in just 24 hours. Furthermore, the results are two to three times more accurate than Network Cell-ID for most handsets.

Chris Drane, the CEO of Seeker said "Seeker is providing Mobile Operators with location technology that surpasses the offerings in 'My Location' from Google®, and the Apple® iPhone®. This is because Seeker's technology benefits from our many years of experience in mobile location, and leverages the unique assets of Mobile Operators to provide a rapidly deployable, accurate location technology that can work on all handsets."

As a result of these developments, Seeker is now able to offer free trials to Mobile Operators, enabling them to experience first-hand the opportunities that location technology presents. Attendees at the Mobile Asia Congress can learn more by visiting the Seeker booth (number B12) in the exhibition area.

### 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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