Unique Location-Based Mobile Advertising Service Available to Network Providers

PARIS & SAN FRANCISCO-- (BUSINESS WIRE) -- Alcatel-Lucent and 1020 Placecast, a leading cross-platform location-based advertising solution provider, announce that they will jointly provide mobile service providers and brands with a unique, location-based service - hosted by Alcatel-Lucent - that delivers highly relevant messaging and advertising to mobile consumers who opt into the service.

Together, 1020 Placecast and Alcatel-Lucent are offering an end-to-end service that enables service providers to support brands in reaching their target audiences wherever they are in innovative new ways. As part of this service, 1020 Placecast leverages its unique ad engine to weave location information into highly relevant messages — enabling brands and advertising agencies with scalable, proximity marketing campaigns that will be pushed to consumers' mobile devices in SMS and MMS formats. Alcatel-Lucent, leveraging its Geographic Messaging Services Platform (GMSP) as a hosted service, tracks opt-in subscribers' locations on behalf of the service provider and pushes mobile content to the subscriber when and where is appropriate — based on the advertising campaign developed and managed by the 1020 Placecast platform.

The network service can support millions of subscribers — far more than any competing product on the market today — making proximity marketing campaigns for service providers and marketers a reality. It creates an environment where service providers and advertisers can partner in developing and delivering a new generation of revenue-generating mobile advertising services to customers — a market that is expected to reach nearly $5 billion in U.S. service provider revenue by 2011 according to the report "Mobile Advertising: The Service Provider Revenue Opportunity" published by Heavy Reading Research.

Thanks to this joint offering, mobile service providers can, for example, offer consumers an opt-in service where they will receive a mobile message offering a discount at a consumer's favorite retailer around the corner on their way to work. The message could include the store address, phone number, proximity to the customer, and other brand and carrier developed content. For subscribers, receiving messages and advertising from brands subscribers care about — at the time and place they are most interested in getting them — enhances the mobile experience. By maximizing advertising effectiveness in reaching brands' target audiences, it generates increased advertising spend with service providers.

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