CommScope Unlocks the Potential of Location-Based Services

CommScope is making it possible for mobile operators to finally realize the promise of mobile location technology and maximize their investment in wireless location systems. With GeoLENs Locate™, the newest offering from the CommScope family of location technologies, carriers can now support targeted emergency messaging for public safety communication and opt-in mobile marketing opportunities, as well as social networking and enterprise applications.

Currently, mobile location capabilities are primarily limited to determining and updating the location of a specific subscriber's mobile device in response to an emergency call, "friend-finder" request, or other location-based application.

GeoLENs Locate goes beyond that to deliver a comprehensive, real-time means of integrating multiple subscriber locations and allowing highly-defined, area-targeted messaging and more value-added services. GeoLENs Locate accomplishes this by combining high-performance area location geofencing software from Intersec and active, specific location updating support from CommScope GeoLENs Mobile Location Centers.

"GeoLENs Locate is aimed at changing the game for mobile location because it strips away the remaining technical challenges preventing operators from delivering the next evolution of targeted messaging and location-based services," said John Baker, vice president and general manager, Network Solutions, CommScope.

Technology agnostic, GeoLENs Locate is designed to access and use virtually any mobile location method supported by the service provider's network. In the case of a public safety incident, for example, GeoLENs Locate establishes a coarse view of the users within a geographic area defined by civil authorities. Active location then identifies which mobile devices are within or near this "virtual perimeter," and law enforcement can route emergency messages to those devices.

Similar techniques can be employed for targeted marketing among opt-in subscribers and with social applications. The solution is dynamic, yet engineered to avoid negative impact on network performance. It supports 2G, 3G and 4G mobile phones.

Additional features:
• Public safety support – GeoLENs Locate's robust processing and high-volume capacity powers applications that provides 24/7 readiness for severe weather warnings, hazardous conditions, Amber alerts and other emergency situations requiring mass notification to mobiles in specific geographic areas.
• Mobile marketing – GeoLENs Locate lets advertisers and merchants geographically

direct promotional and other messages to mobile users who have opted-in to receive such services.
• Fleet, family and friend tracking – GeoLENs Locate helps business customers better manage their fleets, suppliers and schedules. Individual subscribers can also pinpoint the location of their closed user group of friends, children or elderly parents for connecting on the go or just to be sure a loved one is safe.

GeoLENs Locate is designed to be deployed with CommScope's GeoLENs wireless location systems, which employ a wide range of software-driven network-based and handset-based location technologies for macro-area, as well as indoor caller location solutions.

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