



## Location-Based Services

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Geographic intelligence delivers a new dimension to wireless businesses through location-based services (LBS). Geographic data level of detail and accuracy opens up a broad scope of potential applications, enabling you to tailor your technology and services to the exact location of your customers. The development of high-bandwidth networks has greatly enhanced the potential of LBS, generating a significant return on infrastructure investment with the delivery of personalized, user-specific data. LBS assist in personal and commercial route planning, vehicle, asset and personnel tracking, information services, real-world computer gaming and emergency and breakdown services. Customers can receive targeted, faster, more detailed information on demand, while you enjoy increased customer loyalty, mass market appeal and greater volume of data traffic. But location-based services are only as accurate as the geographic data underpinning them. Geographic intelligence must be built on the most accurate and reliable geographic framework available, giving you the confidence to rely on this information to tailor your business activity. LBS require a convergent system of the following multiple technologies: Internet, wireless communication, geographic information system, location technologies, and mobile devices. Internet provides an environment that can be accessed “virtually” everywhere. This presentation illustrates in detail various aspects of this project.