Accurate Mobile Indoor Positioning Industry Alliance, called

In-Location, to promote deployment of location-based indoor services and solutions

*Espoo, Finland*- The In-Location Alliance was launched today by 22 companies across industries to drive innovation and market adoption of high accuracy indoor positioning and related services.

Accurate indoor positioning opens up plenty of possibilities for new mobile services. For a consumer this could mean, for example, receiving directions to the right products and personalized product promotions in nearby shops; using real-time navigation inside a building; finding the precise location of assets and people; and even increasing security in emergency situations. For facility owners and local service providers this could enable, for example, increased local customer identification; enhanced product placement; and better customer satisfaction by deploying resources when and where needed.

The Alliance will focus on creating solutions offering high accuracy, low power consumption, mobility, implementability and usability. It will create an ecosystem that stimulates innovation, enhances service delivery, and accelerates the adoption of solutions and technologies that optimize the mobile experience.

Founding members include: Broadcom, CSR, Dialog Semiconductor, Eptisa, Geomobile, Genasys, Indra, Insiteo, Nokia, Nomadic Solutions, Nordic Semiconductor, Nordic Technology Group, NowOn, Primax Electronics, Qualcomm, RapidBlue Solutions, Samsung Electronics, Seolane Innovation, Sony Mobile Communications, TamperSeal AB, Team Action Zone and Visioglobe.

Alliance members will pilot the most promising services and use cases from a business and solution point of view. The other important task for the Alliance is to ensure a multivendor environment by promoting open interfaces and a standard-based approach.

Alliance members are encouraged to execute their own pilots and present their data to the Alliance. The primary solutions will be based on enhanced *Bluetooth*® 4.0 low-energy technology and Wi-Fi standards using relevant existing or coming features of those technologies. These technologies are commonly used in mobile handsets and are thus a natural starting point for the Alliance’s efforts.

Pre-commercial pilots and business model verifications will start in 2012, while 2013 is expected to bring mobile handset-based implementation enabling the first consumer applications in the indoor mobile environment.

**The Alliance says**: “*The aim of the In-Location Alliance is to act as a pioneer opening up new business streams for indoor environments. Indoor positioning is the next frontier of mobile services, offering great opportunities to enhance consumer experiences. For the benefit of enterprises, the Alliance will drive a world-wide indoor positioning system for use in major venues. Our pilots, along with technical evaluations, are paramount for driving rapid market adoption*.”

**Patrick Connolly** from ABI Research says: *“The indoor location market sits on the cusp of a wave, with the market set to reach a significant number of installations in 2015-2017. With a huge number of proprietary technologies vying for position, the establishment of the In-Location Alliance can encourage innovation, lower costs and, ultimately, widespread adoption of standard based technologies and solutions.”*

**About the In-Location Alliance**

The In-Location Alliance was formed by 22 Member companies, including Broadcom, CSR, Dialog Semiconductor, Eptisa, Geomobile, Genasys, Indra, Insiteo, Nokia, Nomadic Solutions, Nordic Semiconductor, Nordic Technology Group, NowOn, Primax Electronics, Qualcomm, RapidBlue Solutions, Samsung Electronics, Seolane Innovation, Sony Mobile Communications, TamperSeal AB, Team Action Zone and Visioglobe. The In-Location Alliance is open for any industry member, who is ready to further investigate business opportunities in indoor location based services and see value and benefits in industry collaboration.

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**About the Alliance Members:**

**Broadcom**

Broadcom Corporation (NASDAQ: BRCM), a FORTUNE 500® company, is a global leader and innovator in semiconductor solutions for wired and wireless communications. Broadcom® products seamlessly deliver voice, video, data and multimedia connectivity in the home, office and mobile environments. With the industry's broadest portfolio of state-of-the-art system-on-a-chip and embedded software solutions, Broadcom is changing the world by Connecting everything®. For more information, go to [www.broadcom.com](http://www.broadcom.com) .

**CSR**

CSR is a global provider of innovative silicon and software solutions for the location-aware, media-rich, cloud-connected world. Our platforms are optimised for the automotive navigation and [infotainment](http://www.csr.com/products/application/infotainment), digital cameras and imaging, connected home infotainment and wireless audio markets. We provide solutions to complex problems in the audio-visual, connectivity and location technology domains across a broad range of markets, with a technology portfolio that includes [GPS/GNSS](http://www.csr.com/products/technology/gps) systems, [Bluetooth®](http://www.csr.com/products/technology/bluetooth), Wi-Fi®, FM, NFC, aptX® and CVCTM [audio codecs](http://www.csr.com/products/technology/aptx), JPEG, MPEG, H.264 imaging, PDL printing, microcontrollers, DSPs and broadband receivers. CSR's technology solutions and market platforms enable its customers to deliver a superior user experience and are adopted by leaders in the auto, computer, home and mobile markets. More information can be found at [www.csr.com](http://www.csr.com). Keep up to date with CSR on our [blog](http://www.csr.com/blog/), [YouTube](http://www.youtube.com/user/CSRplc) or follow us on Twitter at [twitter.com/CSR\_plc](http://www.twitter.com/CSR_plc)

**Dialog Semiconductor**

Dialog Semiconductor plc creates low-power, energy-efficient, highly integrated, mixed-signal circuits optimised for personal portable, short-range wireless, lighting, display and automotive applications. Our power management and wireless products are used by leaders in Smart-Phones, Tablets and other high growth segments. The company provides flexible and dynamic support, world-class innovation and the assurance of dealing with an established business partner. The company is headquartered near Stuttgart with a global sales, R&D and marketing organisation. We are one of the fastest growing European public semiconductor companies. The company is listed on the Frankfurt (FWB: DLG) stock exchange and is a member of the German TecDAX index.

**Eptisa**

More than 20 years of successfully experience in the design, development and implementation of Geographic Information Systems customized to client’s needs, make us the leader in GIS solutions in Spain and one of the main players in the world. *Eptisa Tecnologías de la Información S.A.* is part of Eptisa, a group of international Engineering, Architecture and IT companies, completely oriented towards service to the client. Eptisa carries out the most complex projects in the fields of Transportation, Water and Environment, Building, Energy and Industry; applying technological knowledge, creativity, innovation and the latest technologies to progress towards sustainable development of society, to the benefit of people's welfare.

**Geomobile**

GeoMobile is an internationally recognized research and development partner in the area of mobile assistive systems. Trusted by government and industrial customers, GeoMobile implements bespoke mobile system solutions for various platforms (iPhone, Android, Windows, HTML5) based on different outdoor and indoor positioning systems with a special focus on usability and accessibility. Participating in large-scale European research projects and combining world-class technology expertise with commercial acumen, GeoMobile exploits innovative research and development into leading products, services and technology.

**Genasys**

Genasys is a leading provider of spatial solutions and mobile location services. Genasys covers the entire LBS value chain providing server systems and client components that allow managing multiple location technologies simultaneously applying the best solution for each use case. Genasys combines experience, products and services common to these areas and maintains a commitment to innovation while focusing on customer success.

**Indra**

Indra is the number one technology multinational in Spain and one of the leaders in Europe and Latin America. It is the second European company in its sector in terms of R&D, with €550 million invested in the last three years. Its turnover in 2011 was €2,688m and today more than half of its income is from international markets. The company employs 40,000 professionals and has customers in 118 countries.

**Insiteo**

Insiteo is the leading provider of highly-accurate indoor positioning and location based services worldwide compatible with most smartphone OSs. Our full-range of services aims at increasing site profitability, data intelligence, customer experience and satisfaction levels across airports, shopping centres, retailers, commercial and industrial sites, and museums. Over the years we have invested significant resources in providing the optimal indoor positioning solutions based on network (Wifi, BLE) and GNSS (pseudolite) technologies.

**Nokia**

Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply speak to one another. Nokia's technological and design innovations have made its brand one of the most recognized in the world.

**Nomadic Solutions**

Nomadic Solutions is a designer of innovative solutions and distributor of products with high added value and is one of the major eco-mobility expert in Europe. Nomadic Solutions is a recognized actor for its expertise in embedded electronics solutions (hardware, firmware). Nomadic Solutions designs and distribute a complete range of hardware solutions in ecodriving (clean tech), in satellite geolocalisation (GPS), in telematics, tracability for company personnel working in the field.

**Nordic Semiconductor**

Nordic Semiconductor is a global leader within ultra-low power (watch battery) wireless technology, a field it pioneered. Today the company is also an associate member of the Bluetooth SIG and member of the SIG’s Board of Directors. Nordic contributed decades of core expertise in ultra-low power wireless to the development of *Bluetooth* low energy wireless technology – the hallmark feature of the latest *Bluetooth* v4.0 specification.

**Nordic Technology Group**

Nordic Technology Group is a leading provider of healthcare technology solutions. Nordic Technology Group’s health monitoring services allows caregivers to remotely monitor patient’s movements, behavior and health.

**NowOn**

NowOn Technologies is focused on creating cost effective scalable solutions for specific vertical applications in Remote Health Care, Micro Asset/Patient/Human Monitoring, Tracking, Guiding, one-to-one opt-in marketing/communication for aiding in-context/in-place social commerce and collaborations. NowOn works with an array of technology partners, subsystem/module/device vendors and value added resellers for solution creation and deployment. These solutions derived from the emerging technologies related to "embedded meets mobility", "Internet of Things" are based on a unique combination of efficient HW (end-point) aiding devices, cloud based scalable backends and mobile device touch point apps. Of immediate focus are market opportunities in countries like India.

**Primax Electronics Ltd.**

Founded in March 1984 in Taiwan, Primax Electronics has come a long way to become a leading global supplier in consumer and business electronics. Spanning over the entire globe, Primax Electronics has headquarters and R&D in Taiwan, manufacturing operations as well as R&D centers in China , and sales and marketing offices in Hong Kong , Japan , Europe and the United states .

The wide range of products Primax Electronics offers can be separated into the following three broad categories:

* PC Peripheral: mice, keyboards, touch pads, camera modules, etc.
* Mobile communication: camera modules, Bluetooth headsets, cell phone and mobile device accessories, etc.
* System products: printers, multi-function printers (MFP), scanners, shredders, laminators, etc.

Primax Electronics believes its employees are the most valuable assets. We are very proud of our creative and dynamic employees. We also take pride of our solid management system and management team. Embracing both eastern and western cultures, the management team is dedicated to lead Primax toward continued growth and greater globalization through the delivery of our business vision.

**Qualcomm**

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. Qualcomm is the leading provider of location solutions, having enabled more than a billion location-aware devices around the world. For more information, visit Qualcomm’s [website](http://www.qualcomm.com), [OnQ blog](http://www.qualcomm.com/blog), [Twitter](http://www.twitter.com/qualcomm) and [Facebook](http://www.facebook.com/qualcomm) pages.

**RapidBlue Solutions Oy**

RapidBlue Solutions is an industry pioneer for tailored consumer analytics. The company provides consumer movement data and performance enhancement to retailers and large indoor environments.  
  
**Samsung Electronics Co**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world’s most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit [www.samsung.com](http://www.samsung.com).

**Seolane Innovation**

Seolane Innovation delivers smart, technology-enabled solutions to solve its customers’ toughest challenges. Our commitment to excellence and passion for exceeding expectations are demonstrated every day. Seolane Innovation connects consumers to services in transportation, security and hospitality domains.

**Sony Mobile Communications**

Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for both the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Through its Xperia™ smartphone portfolio, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony’s world of networked entertainment experiences. For more information: www.sonymobile.com

**TamperSeal AB**

TamperSeal AB, founded 2010, is focused to develop and market products for intelligent tamper evident packaging and product authentication. Company mission is to reduce and trace thefts and to obstruct the presence of products counterfeits, providing sustainable trust in products and companies of origin. TamperSeal AB is located in Halmstad and Lund in Sweden.

**Team Action Zone (TAZ)**

Team Action Zone (TAZ)is a global innovation leader in location based mobile games. TAZ develops and licenses unique games and platforms, which are suitable for team event organizers, attractions such as theme parks, and consumers.TAZ received the Quality Innovation Award 2011 and TAZ game TrezrHunt was selected as the Sports Product of the Year 2011 in Finland.

**Visioglobe**

Visioglobe® is a simplified joint stock company created in 2007 by Philippe Poutignat (Chairman) and Eric Bernard (CEO). The company has offices in Grenoble (France), and Dubai (UAE). Visioglobe has a capital of 889K€ and closed its first funds rising by the end of 2009 with an investment of 1.2M€. The company is developing and editing an innovative software solution for 3D visualization. The technology can be used indoor or outdoor and can be implemented on iPhone, iPad and Android. Visioglobe® is the Winner of the « 2010 NAVTEQ Global LBS Challenge® APAC 2010 ».