POLARIS WIRELESS INTEGRATES Wi-Fi INTO HYBRID SOLUTION USING SECURE USER PLANE LOCATION (SUPL) STANDARDS

Best-in-class Hybrid solution leads to higher location accuracy

SANTA CLARA, Calif. January 12, 2010 – Polaris Wireless, the global leader in high accuracy, software-based location systems, today announced it has integrated Wi-Fi capabilities in its Polaris Wireless Location Signatures (Polaris WLS™) technology enhancing its best-in-class Hybrid solution. The Polaris Hybrid solution supports the Open Mobile Alliance's (OMA's) secure user plane standards (SUPL) as well as control plane standards. Combined with Polaris Wireless's patented WLS location technology and other technologies, the Hybrid solution integrates Wi-Fi capabilities available on SUPL V2.0 to provide wireless operators with a single location platform that is able to determine the precise position of mobile devices for emergency calls and location-based services—regardless of device type, radio air interface and environment.

"As a standalone location technology, Wi-Fi can be highly inaccurate and unreliable in providing precise location estimates, particularly for mission-critical and safety-of-life applications. However, Wi-Fi measurements in conjunction with Polaris Wireless WLS™ location solution enhance accuracy, reliability and yield—particularly in dense urban and indoor environments," said Manlio Allegra, CEO of Polaris Wireless.

By utilizing Secure User Plane (SUPL) standards in addition to the traditional control plane standards, Polaris WLS™ enhances location intelligence across the operator's wireless network. This approach renders the network transparent to location applications, enabling service providers to support complex migrations from existing 2G and 3G to emerging 4G technologies. The end result is that operators will be able to deliver location applications and solutions with high accuracy in a cost-effective and seamless manner.

"An integrated hybrid location solution that fully leverages cellular network, A-GPS and Wi-Fi with other location technologies will be an enabler for 4G applications," said Brent Iadarola, Global Research Director of Mobile and Wireless Communications at Frost & Sullivan. "It provides carriers with a single platform for all devices and interfaces, allowing the industry to focus on creating and supporting richer, more powerful location applications."

Embracing a Best-in-class Hybrid Approach

Adding Wi-Fi support to its Hybrid solution gives Polaris Wireless one more input in pinpointing the precise location of mobile devices. Combined with the company's Wireless Location Signature technology, Assisted-GPS (A-GPS) and other technologies, this enhanced hybrid approach leverages all available methods to ensure that location is determined as quickly and as accurately as possible across the range of environments.

About Polaris Wireless

Polaris Wireless is committed to simplifying and improving the process of location of mobile devices for carriers, law enforcement agencies and application companies around the globe by delivering accurate, reliable and flexible products to support a variety of location-based applications. Since 2003 Polaris has been successfully deploying the only software-based location system that meets FCC E911 Phase II requirements. Polaris is backed by venture capital funds Draper Fisher Jurvetson, Draper Richards and Centre Palisades Ventures. For more information about Polaris Wireless please visit http://www.polariswireless.com.

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