INGENIOUS IDEAS DEPARTMENT ®

Cell-Phone Technology Provides Convenience And Personalized Content

(NAPS)—A new trend in technology may provide consumers with a road map for navigating their way through the information age.

One company now offers software that delivers subscribers information completely relevant to their location, any time, day or night. Users can receive step-by-step directions to a destination, starting with the street corner they are standing on, find the closest ATM, and locate entertainment facilities, all via their cellular phone.

Called SignalSoft Corporation, it was founded with the intention of providing its commercial services to the global wireless carrier market. Their technology is revolutionizing the wireless and mobile commerce (m-Commerce) market, enabling a variety of innovative new applications for carriers that will change the way individuals use their wireless phones. Businesses and consumers can use their mobile phones to get personalized information that is relevant to their location.

"Not since the explosion of the Internet has a technology had such potential to change consumers' lives on a daily basis," says David Hose, president of SignalSoft. "Location-enabled personalized services will give consumers new choices and provide wireless carriers with revenue-generating services to differentiate themselves in such a competitive marketplace."

Today's high level of interest in location-based applications actually stemmed from a Federal Communications Commission mandate stating that wireless companies must be able to provide the location of a cellular customer who has called 911 within 125 meters. SignalSoft has licensed its 911 services to U.S. carriers such as AT&T wireless and Sprint PCS.

"Location technology has enabled us to offer consumers a number of wireless applications ranging from our local.info™ feature, which provides information on local traffic, restaurants and entertainment, to our Wireless 911 application which quickly identifies the location of the caller and routes wireless calls to the nearest emergency assistance available," says Hose.

For more information, visit www.signalsoftcorp.com.