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GPS 'thermometer' could flag up climate change 12:59 15 February 2008 NewScientist.com news service Kurt Kleiner [Enlarge image](#) As GPS signals pass through the atmosphere, they are refracted slightly, with the angle of refraction depending on temperature and the amount of water vapour in the atmosphere. The signals are detected at satellites in low-Earth orbit (LEO) (Image: GeoDAF) Tools Related Articles [GPS satellites could help predict the weather](#) 10 July 2006 [GPS echoes help monitor Earth](#) 01 May 2004 [Search New Scientist](#) [Contact us](#) Web Links [Met Office Hadley Centre](#) [European Centre for Medium-Range Weather Forecasts](#) [CHAMP mission](#) [COSMIC](#)

The [Global Positioning System](#) could be used as a global thermometer and used to monitor climate change, say UK meteorologists.

The idea rests on a relatively new technique for taking atmospheric measurements, called GPS radio occultation.

This involves using a satellite in low-Earth orbit to receive signals from GPS satellites. As the signals pass through the atmosphere, they are refracted slightly, with the angle of refraction depending on temperature and the amount of water vapour in the atmosphere.

Instruments on a number of research satellites measure GPS signals in this way, including the German CHAMP mission, and the joint US/Taiwan COSMIC mission.

These measurements are already used to help calculate the amount of water in the atmosphere, as well as temperature and density, which are useful in weather forecasting.

Man-made signal

Now two researchers at the Met Office Hadley Centre in Exeter and the European Centre for Medium-Range Weather Forecasts in Reading, both in the UK, suggest that the measurements of refraction might be used directly to confirm climate change.

In a paper to be published in [Geophysical Research Letters](#), Mark Ringer and Sean Healy describe how they have used computer models to calculate the expected change in the refraction of the GPS signals as global warming continues.

Although natural atmospheric variations will also affect the measurements, they predict that, within 10 years, a strong signal of man-made climate change should be detectable. Their model indicates that radio waves going through the stratosphere will be bent through an angle 4% greater than today.

"I think it's pretty significant," says [Robert Kursinski](#), an atmospheric scientist at the University of Arizona. "Here's another way you can use this data in a way that will, in theory, point out a change in climate."

**Climate Change ?** Want to know more about global warming: the science, impacts and political debate? Visit our continually updated [special report](#).



## **Orange and Nokia Sign MOU on Value Added Mobile Services**

Orange and Nokia have signed a memorandum of understanding in order to partner on value added services such as location based services, maps, mobile advertising and gaming. There is a strong intent to follow with a strategic partnership by mid 2008.

By combining Orange's marketing, customer and service expertise and Nokia's strength in device development and integration, the two companies will extend the way customers use and enjoy their mobile handsets. Nokia will continue to support Orange's Signature device strategy including common applications.

The partnership will be underpinned by co-marketing and sales activities, building on and increasing the collaboration that already exists between the two.

Orange's Signature Series portfolio includes a wide range of Nokia handsets. Within the Signature approach, Orange selects and tests the best applications, defines suitable tariffs, a user friendly interface plus integrated billing and customer support. As a converged operator, Orange's strategy is to become a leader in advertising solutions for mobile, Internet and IPTV. Orange is committed to becoming a leader in mobile advertising across its footprint.

Commenting on the partnership, Olaf Swantee, EVP of Orange's global mobile operations said "We are delighted to be extending our successful relationship with Nokia to drive the uptake of services. We have a strong and enduring partnership with Nokia. With this agreement we intend to bring the power of mobile internet to our customers with a user friendly experience and applications that make a difference to their lives".

"We're excited to work closer with Orange to bring new devices and mobile services to the market" said Kai Öistämö, EVP of Nokia Devices "as a next important step in our strong and long strategic relationship started in the early 90's."

### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 170 million customers in five continents as of December 31, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007. As of December 31, 2007, the Group had 109.6 million mobile customers and 11.6 million broadband internet (ADSL) customers.

Launched in June 2005, the NExT program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information : [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com) Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited.

### **About Nokia**

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these

devices. Nokia also provides equipment, solutions and services for communications networks

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/MEBcOBYIH3Y/orange-and-nokia-sign-mou-on-value.html>

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## Location Based Services Get Focus

by Piers Fawkes in Telecom

Reporting back from Mobile World Congress 2008 in Barcelona this week, the Financial Times says that many of the players in the mobile market have a focus on Location Based Services. They give a glimpse of the plans Google, Apple, Nokia, Ericsson and Yahoo have:

Yahoo? put maps in focus with the launch of its OneConnect product, with another feature promising to show how far away friends are, and even plot their positioning on a map.

Google is also gaining traction for its Google Maps on mobile service, having secured partnerships with Vodafone, T-Mobile and the Apple iPhone.

Ericsson launched tools to help operators run location-based services on their networks, and Telmap, a company that provides whitelabel mapping services to mobile operators such as Vodafone, has just won a large deal with Orange Group.

The flurry of announcements shows the technology is maturing fast as global positioning system features are increasingly being embedded into handsets. Nokia, for example, is planning to include it in all its high-end, N-series smartphones. It expects to ship 35m GPS-enabled devices this year.

FT.com / Companies / Media & internet - Handset makers find a route map to the futu

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/1S7pZFnj1-A/location-based-services-get-focus-by.html>

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## [Nokia Maps 2.0 Beta Available For Nokia N82](#)

Nokia just announced the future of the Maps application at the Mobile World Congress event. And with this announcement you can now download the new Nokia Maps 2.0. But be careful it's still in beta, however reports are coming in that it's stable. One of the biggest features announced is real time traffic conditions. Right now it's only supported in European countries, but we should be getting some USA love soon. Maybe this will replace the necessity for the Google Maps application.

Here is a rundown of the new features in Nokia Maps 2.0 -

Nokia Maps 2.0 adds Walk, a pedestrian focused navigation component to the application, while still offering Drive, a world class car navigation system. The pedestrian navigation efficiently walks you from A to B with visual turn-by-turn guidance. It helps you to locate yourself by giving information about the surrounding buildings, streets and parks (including pathways through the park).

The new Nokia Maps 2.0 update also adds the option to purchase first-class multimedia guides that feature photos, videos and audio streams to enlighten your journey even more. As with the previous version of Nokia Maps, map users will receive a free 3-day Navigation trial, for Walk and Drive, plus an additional free 10 minute City Guide trial. "By taking navigation services out of the car and onto the sidewalk, Nokia is enabling people to explore and discover what's around them with the confidence of a local," said Michael Halbherr, vice president, Nokia location based services.

Upgrading to the GPS navigation option enables your mobile to become a powerful connected personal navigation device, that provides clear, turn-by-turn visual and voice guidance. If your Nokia device doesn't have built-in GPS, you can also use an external GPS module with a compatible device. Nokia Maps 2.0 will also have, for an optional fee, real-time traffic feeds with dynamic re-routing in 18 European countries. With vector maps provided by TeleAtlas and Navteq, Nokia Maps now has maps covering over 200 countries, with over 70 of them navigable.

Nokia Maps 2.0 can also lead you to the nearest transit station using localized icons in 17 cities so you can hop on the Metro to get across town. While you are on riding on the Metro you can discover and explore new places using the hybrid satellite views or by purchasing one of the new multimedia city guides from companies like Berlitz. The expert advice on where to go and what to do, combined with the integrated Nokia mobile search, helps Nokia fulfill its goal of bringing people context aware Internet services forward.

For some awesome photos and a good review, check out [this post by The Symbian-Guru](#). Ricky was one of the first to get his hands on this application.

[Click here](#) to download Nokia Maps 2.0 for the Nokia N82.

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<http://feedproxy.google.com/~r/HereThereEverywhere/~3/2FryelkYdkU/nokia-maps-2.html>

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Monday, February 11th Sierra unveils HSPA mobile broadband modems Sierra Wireless has introduced two new HSPA mobile broadband modems -- the [AirCard 885E ExpressCard](#) and [Compass 885 USB modem](#). Both devices boast a small form-factor and offer the latest high-speed mobile broadband technology for use worldwide. Both the AirCard 885E ExpressCard and the Compass 885 USB modem are slated for shipment in mid-2008, and are compatible with Mac as well as Windows systems.

The Sierra Wireless Compass 885 tri-band USB modem for HSPA networks includes 'TRU-Install' software installation to simplify setup, a microSD memory card slot to expand its functionality, and a laptop clip accessory to provide flexibility in use. Compatible with mobile broadband networks worldwide, the Compass 885 USB modem is the only device in its class to include a connector for an external antenna, according to Sierra, allowing users in remote areas or fringe network coverage to extend and strengthen their connection to the network.

The AirCard 885E features a more compact ExpressCard design for users who regularly travel with a notebook that includes an ExpressCard slot. A fixed antenna with no moving parts aims to offer a reliable wireless connection, while the same 'TRU-Install' provides for quick installation without the need for a CD.

The Compass 885 USB modem and the AirCard 885E ExpressCard support tri-band HSPA/UMTS with receive diversity on all three bands and quad-band EDGE/GPRS/GSM support. Both devices offer peak data speeds of up to 7.2Mbps of downstream bandwidth, and up to 2.0Mbps upstream. Uplink speeds are upgradeable via software to 5.76Mbps as future improvements become available.

Each device also offers GPS support for location based services such as local search and navigation applications.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/VDHM2Yb2Ej0/monday-february-11th-sierra-unveils.html>

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Nokia presented a new version of its Nokia Maps navigation service at the Mobile World Congress in Barcelona. This service is geared toward pedestrians and will be available on the Nokia 6210 Navigator phone: Nokia Maps 2.0 adds Walk, a pedestrian focused navigation component to the application, while still offering Drive, a world class car navigation system. The pedestrian navigation efficiently walks you from A to B with visual turn-by-turn guidance. It helps you to locate yourself by giving information about the surrounding buildings, streets and parks (including pathways through the park) and in newer handsets, like the Nokia 6210 Navigator, points the direction in which you are walking; using the handset's built in compass for orientation.

The new Nokia Maps 2.0 update also adds the option to purchase first-class multimedia guides that feature photos, videos and audio streams to enlighten your journey even more. As with the previous version of Nokia Maps, map users will receive a free 3-day Navigation trial, for Walk and Drive, plus an additional free 10 minute City Guide trial.

"By taking navigation services out of the car and onto the sidewalk, Nokia is enabling people to explore and discover what's around them with the confidence of a local," said Michael Halbherr, vice president, Nokia location based services. "By combining the integrated compass of the Nokia 6210 Navigator, with the speed and accuracy of assisted GPS, Nokia Maps 2.0 provides a unique experience with which other less accurate mobile navigation applications can't compete."

Upgrading to the GPS navigation option enables your mobile to become a powerful connected personal navigation device, that provides clear, turn-by-turn visual and voice guidance. If your Nokia device doesn't have built-in GPS, you can also use an external GPS module with a compatible device. Nokia Maps 2.0 will also have, for an optional fee, real-time traffic feeds with dynamic re-routing in 18 European countries. With vector maps provided by TeleAtlas and Navteq, Nokia Maps now has maps covering over 200 countries, with over 70 of them navigable.

Nokia Maps 2.0 can also lead you to the nearest transit station using localized icons in 17 cities so you can hop on the Metro to get across town. While you are on riding on the Metro you can discover and explore new places using the hybrid satellite views or by purchasing one of the new multimedia city guides from companies like Berlitz. The expert advice on where to go and what to do, combined with the integrated Nokia mobile search, helps Nokia fulfill its goal of bringing people context aware Internet services forward. A beta version of the software can be downloaded [over here](#).

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/MqLNiYFrX1/nokia-shows-off-maps-2.html>

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[Nokia vs. Google: The Battle Escalates](#) The battle for Internet turf is no longer just a figure of speech. Nokia (NOK) on Feb. 11 announced a quartet of new handsets designed to more closely link global positioning systems (GPS) with the mobile Internet, bringing the Finnish company into more direct competition with Google Maps and staking a bigger claim to the emerging market for so-called location-based services. The announcement came on the same day that Google (GOOG) encroached on Nokia territory by demonstrating a prototype of its Android operating system for mobile phones.

Both companies are betting that where people are located will become an important part of how they use the Net. Nokia is trying to claim that arena with handsets such as its new, top-of-the-line N96. The device allows owners to shoot videos, "geotag" them with info about where the images were taken, and upload to a Nokia Web site that sounds suspiciously like Google's YouTube.

#### Mobile Devices Take the Lead

Of course, the GPS-equipped phones also help people find their way around, using satellite signals as well as the cell-phone network to tell customers where they are and to provide travel directions. A new feature gives instructions designed specifically for pedestrians, in contrast to the systems that provide driving directions now prevalent on the market. Thanks to Nokia's planned acquisition of mapping software company Navteq (BusinessWeek.com, 10/1/07), the cell-phone giant is gearing up to compete with Google in mapping as well.

As a maker of devices rather than just software, Nokia thinks it has an advantage over Google as people increasingly access the Internet while they're mobile. Cell-phone keypads and software are less standardized than PCs, making it more difficult for companies to let their customers easily surf the Net. Like everybody in the industry, Google is still feeling its way in the nascent mobile search and ads business, as evidenced by the company's recent announcement (BusinessWeek.com, 1/24/08) of its partnership with Japanese cellular giant NTT DoCoMo (DCM).

Nokia has 40% of the global handset market and more than half of the smartphone market. That and its software prowess give the company great clout to determine the standards that will be used to access the Internet via handheld devices. "I don't know if we're in a position to decide," Anssi Vanjoki, Nokia executive vice-president for markets, told BusinessWeek. "But Nokia's power position will certainly influence the development of different interfaces."

#### Nokia's New Line of Handsets

Part of Nokia's power comes from its ability to develop a broader array of products than its competitors. That was on display in Barcelona, where much of the mobile industry was gathered for the 2008 Mobile World Congress (BusinessWeek.com, 2/8/08). The company introduced four handsets designed to extend the limits of what a mobile device can do as well as to make wireless Web and GPS functions more accessible to the masses.

At the high end, the \$800 N96 is similar to the previous top-of-the-line N95, with features such as GPS and high-quality video recording, but it features a bigger screen and improved ability to play TV programs digitally broadcast over the air or streamed via mobile networks. The N96, due to hit stores sometime after midyear, includes a "kickstand" allowing it to be propped on a surface for watching video. It also has a 16 gigabyte memory so it can store whole movies.

One feature which may give Google pause lets users of the N96 as well as other Nokia handsets instantly upload photos and videos to a YouTube-like Web portal operated by Nokia, called share.ovi.com. "They're definitely competing with Google," says Neil Mawston, director of the global wireless practice at market-watcher Strategy Analytics. Mawston points out, though, that Nokia also is reacting to Google's attempts to invade the mobile handset space by developing Android. Nokia's strategy, Mawston says, "is partly offensive and partly defensive."

#### A Global Internet Powerhouse

At the lower end of the products introduced on Feb. 11, the 6220 classic offers features previously exclusive to high-end phones, including a 5.0 megapixel camera and GPS, for about \$475. In markets where operators

subsidize handsets, the price to consumers certainly will be much lower. Such phones expand the number of users with access to the mobile Internet?and give weight to Nokia's long-held assertion that most of the world will access the Net via their phones rather than via PCs.

That could be especially true in fast-growing emerging markets, where lack of broadband connections and reliable electricity restrict the spread of PCs. "The PC in India is the mobile phone," Manoj Kohli, CEO of Indian provider Bharti Airtel (BRTI.BO), said at a separate event in Barcelona.

Already, says Nokia's Vanjoki, the company's older N70 smartphone is available for around \$150 and the price continues to fall. With some 1 billion Nokia handsets now in circulation, the Finns could well emerge as the dominant suppliers of Internet devices for much of the world. Estimates are that 5 billion people will have access to a mobile phone by 2015, bringing the Internet to people and places that have so far been excluded from electronic media and communications.

#### Consumer Backlash?

One risk for Nokia is that customers will begin to resent its commanding market power in the same way that some people resent Microsoft's (MSFT) dominance of operating systems or Google's dominance of search. The company's managers are certainly aware of the danger?and Vanjoki, for his part, is adamant that Nokia doesn't want to "own" the Internet. He notes, for instance, that the company's ovi service?its platform for Internet services such as photo sharing?will be open to other software developers as well as rival handset vendors.

A company's image among consumers, Vanjoki told BusinessWeek, "is completely dependant on behavior. There are responsible players and there are people who want to monopolize." Nokia intends to belong to the responsible group," he insists. "Consumers are demanding, and they penalize you if you don't behave." credited to BusinessWeek

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/QIYGHHCNPlw/nokia-vs.html>

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[NXP fuels rise of mobile location-based services with ultra-low power, single-chip GPS solution](#) Posted in February 9th, 2008 by [Lusi](#) in [Nokia](#), [PDA](#), [Qtek](#), [Symbian](#), [Uncategorized](#), [Windows Mobile](#)  
Recent acquisition quick to deliver best-in-class GPS technology within NXP's mobile product portfolio

Quickly following the January 23rd closing of its acquisition of GPS technology provider GloNav, Inc., NXP Semiconductors today announced its first single-chip, Assisted-GPS (A-GPS) solution, designed for use in both mobile phones and standalone personal navigation devices (PNDs). Built on an advanced architecture, NXP's GNS7560 is the industry's smallest, lowest power, lowest system cost GPS solution.

To take these design advantages a step further, NXP has also integrated this best-in-class GPS technology into its existing Nexperia Cellular System Solution 7210 for 3G. This integration accelerates overall ease of use, system performance, time to market and cost effectiveness for mobile handset OEMs wanting to integrate powerful GPS capabilities in support of today's growing trend toward location-based services on mobile phones.

"NXP believes that location-based services are the next killer application in wireless, and our recent acquisition of GloNav is a testament to our belief in the endless possibilities that will arise with increased adoption of location-aware technologies," said Dennis Kish, Senior Vice President of Connected Entertainment, Business Unit Mobile & Personal at NXP Semiconductors. "We are excited that just two weeks after closing the transaction, the quick synergy between GloNav's technology and our existing product portfolio has allowed us to almost immediately offer our customers full access to an industry-leading GPS solution."

"Advances in GPS chipset development will significantly facilitate the low-cost integration of GPS technology with greater reliability and precision of satellite positioning in tomorrow's mobile devices, said Dominique Bonte, Principal Analyst, Telematics & Navigation at ABI Research. "By 2013, we can expect to see more than 900 million GPS-enabled devices in the market; each offering an array of new and innovative location-based services beyond traditional navigation, such as automatic geo-tagging of pictures taken with digital cameras, road toll systems, and social networking applications."

The NXP GNS7560 is implemented on a 90 nanometer (nm) architecture and features a high performance CMOS RF front end plus correlator engine to significantly reduce system cost and power. Advanced power management modes reduce power consumption to less than 13mW for one-second map updates – beyond any alternative GPS solution on the market today. With a package size of less than 9 mm<sup>2</sup>, the GNS7560 is the smallest GPS chip available, and when integrated with NXP's Cellular System Solution 7210, also provides the smallest overall solution.

Unlike other GPS solutions, the GNS7560 automatically alters sensitivity and tracking based on signal strength, multipath and velocity, delivering first-rate acquisition and tracking sensitivity, Time to First Fix (TTFF) and accuracy to ensure deep-indoor sensitivity and reliable coverage even in dense metropolitan areas known as "urban canyons". The host software for the product is structured for easy OS integration with Microsoft Windows® CE, Windows Mobile® and Linux standard drivers, as well as a variety of real-time kernels in support of today's Smartphone designs.

The high-performance GPS single-chip solution is integrated with NXP's Nexperia UMTS/EDGE Cellular System Solution 7210, which supports a broad set of multimedia applications and connectivity options for 2G and 3G mobile handsets. A demonstration of the Nexperia Cellular System Solution with integrated GNS7560 will be shown on NXP's booth (Hall 8, B110) at Mobile World Congress in Barcelona, Spain from February 11-14, 2008. .

#### Availability

The standalone GNS7560 A-GPS solution is sampling now.

## About NXP

NXP is a top 10 semiconductor company founded by Philips more than 50 years ago. Headquartered in Europe, the company has 37,000 employees working in more than 20 countries and posted sales of EUR 5 billion in 2006. NXP creates semiconductors, system solutions and software that deliver better sensory experiences in mobile phones, personal media players, TVs, set-top boxes, identification applications, cars and a wide range of other electronic devices. News from NXP is located at [www.nxp.com](http://www.nxp.com).

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/Uip040yrLfM/nxp-fuels-rise-of-mobile-location-based.html>

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Nokia's N96 spotted in the wild?

Posted Dec 20th 2007 10:12AM by [Darren Murph](#)

Filed under: [Cellphones](#)

That, friends, is an N96. Or, at least we're led to believe so. Judging by five mysterious images that surfaced over at Mobile-Review, it appears that Nokia's N96 (which looks like a jazzed-up version of the [N81](#), actually) has leaked out, and while no specifications are available, it looks as if this thing is packing a 5-megapixel camera (with the obligatory Carl Zeiss lens), a dual LED flash and a sexy black motif. Check out one more look after the jump.

[Via [IntoMobile](#)]

**Tags:** [breaking news](#), [BreakingNews](#), [in the wild](#), [InTheWild](#), [n96](#), [nokia](#), [pics](#), [pictures](#), [sneak peek](#), [SneakPeek](#)

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/BNpiXkYG504/nokias-n96-spotted-in-wild-posted-dec.html>

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3G Operator 3 UK First To Launch Google Maps Version 2

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23rd January , 2008

Europe UK : 3 have announced that they are the first mobile network operator in the UK to launch version 2 of the much-loved Google Maps application. The new version of Google Maps, available only through a 3G network, will use your mobile phone connection to establish your location through GPS, and work out directions or find local services and business for you at the touch of a button. The updated software will also:

Integrate all your search results on one, easy to navigate page

Give detailed directions for both walkers and drivers

Provide a satellite view of all locations

Display your internet KB usage in the corner of your screen

Allow easy access to details of local business found in your search

The new application is now available on the majority of 3's wide range of handsets.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/zHdkUO2aDjQ/3g-operator-3-uk-first-to-launch-google.html>

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## Garmin Adds A Cell Phone To Its GPS Device

The Nuvifone's built-in camera takes pictures that are automatically tagged with latitude and longitude. By

[Elena Malykhina](#)

[InformationWeek](#)

January 31, 2008 02:35 PM

First Apple came out with the iPhone, then Google announced its mobile-phone software development platform, and now GPS maker Garmin is entering the mobile phone market with a hybrid device called the Nuvifone.

**The Nuvifone is the first mobile phone by Garmin, featuring GPS, a touch screen, and a Web browser.**  
[\(click for image gallery\)](#)

The Nuvifone, which Garmin unveiled this week, combines a cell phone, a Web browser, and GPS. Its slim form factor, 3.5-inch touch screen, and on-screen keypad resemble another device that took the mobile market by storm last year: the iPhone.

"This is the breakthrough product that cell phone and GPS users around the world have been longing for -- a single device that does it all," said Cliff Pemble, Garmin's president and COO, in a statement.

Unlike the iPhone, the Nuvifone is a GPS personal navigator and has built-in third-generation cellular technology for high-speed data access. The home screen features three icons: call, search, and view map for simple access to the phone's functions. Additionally, the phone's GPS works with the built-in camera to take pictures that are automatically tagged with latitude and longitude. Users can e-mail pictures to others, who can then navigate to the location where it was taken, said Garmin.

Once the Nuvifone is docked onto a vehicle mount, the GPS turns on automatically, the navigation menu is activated, and a person is then able to make hands-free calls while simultaneously using the navigation function, according to Garmin. The phone comes with maps of North America and Europe, as well as a built-in database with millions of points of interest. It works just like Garmin's standard GPS devices, offering turn-by-turn audible directions.

The Nuvifone is also Garmin's first device with the Google local search application, which serves up nearby venues based on a person's current location.

Garmin said the Nuvifone will be available in the third quarter of this year, but didn't provide details on specific markets and pricing.

There were over a billion mobile phones shipped last year, according to ABI Research. GPS, digital cameras, media players, and other capabilities are being integrated into phones to create multifunctional devices. Garmin, Google, Apple, and others see the mobile phone market as the next big opportunity, even though the companies are not traditional telephony players.

[Discuss This](#)

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/h92AztAVvK0/garmin-adds-cell-phone-to-its-gps.html>

## Inside The GPhone: What To Expect From Google's Android Alliance

If you think the Google Phone is all talk, you're wrong: Here are eight technologies--GPS, multimedia, mobile Web browsing, gaming graphics, and more--which Open Handset Alliance members will bring to the upcoming mobile handset. By [Alexander Wolfe](#)  
[InformationWeek](#)

January 30, 2008 07:00 AM

This story originally appeared on Nov. 13, 2007.

What exactly will the GPhone -- that vaporous handset that's the subject of furious speculation -- actually look like? In the wake of Google's release of its Android mobile-phone software development platform, there's been lots of chatter, but little hard information. This article is intended to change that.

(click image for larger view)

The GPhone may apply user-interface elements designed by Sweden's TAT.

[view the image gallery](#)

Google has publicly listed all the partners in its Android project, under the umbrella of the [Open Handset Alliance](#). By intelligently examining what those companies are working on, we can come up with a fact-based projection of the GPhone's probable feature set.

The allies enlisted to work on the device constitutes a mobile software and hardware elite. There are well-known handset makers like Taiwan's HTC, which fields what some consider a better "iPhone" than Apple, in the form of its sleek Touch. And there are beneath-the-radar innovators, like Sweden's TAT. The software developer's clean but funky user-interface designs could propel the GPhone towards the holy grail of a device which is so simple your Grandma could use it.

While the GPhone won't be revolutionary -- the very existence of the Alliance implies it'll use currently available technologies -- it will connect the pieces in pleasantly new ways. Expect the GPhone to be a handset in Web 2.0 clothing, with a friendlier and more integrated approach to mobile computing than even Steve Jobs has envisioned.

Here then are the eight technologies we can expect to see in the GPhone (or phones) due sometime in 2008.

### 1A Chic Euro User Interface

If Apple's iPhone has set the high water mark for what the cutting-edge smartphone's screen is supposed to look like, it's safe to infer that the GPhone won't try to top that via imitation. Rather, Google and its partners are likely to go in a different direction.

Their journey might lead to Europe, where some of the most interesting user-interface development work is taking place at little-known, Swedish operation called [TAT](#). That's an acronym for "The Astonishing Tribe." The pretentiousness of the name aside, the mobile-software company's work is focused on pushing the limits of cellphone user-interfaces. TAT says it's worked for SonyEricsson, Samsung, TeliaSonera and Orange.

Judging by the evidence, TAT is highly successful at implementing UIs which aren't good looking just for the sake of being hip, but are also well designed. Mostly, they adhere to the time-honored dictum of good design that "less is more," because they squeeze a function down to its essence and pack onto the screen just enough to make, say, email work well.

TAT's design philosophy can be summed up as being based on the belief that current cellphone UIs are too damn complicated. In a [white paper](#), the company notes: "According to a survey, 85 percent of consumers admitted to being too dumb to access or use mobile services, mainly because of increased device complexity."

Interestingly, TAT boasts that its software is platform-independent. That statement gives additional heft to the idea that whatever the Google phone will be, it'll be less a ground-breaking new platform than an amalgam of today's best-of-breed mobile technologies.

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<http://feedproxy.google.com/~r/HereThereEverywhere/~3/U6PIeJkEBt0/inside-gphone-what-to-expect-from.html>

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Phone usage stuck in the dark ages

There's so much more fun to be had, honest

Most of us are still using our mobiles in the same way as we did five years ago, according to research by AppTrigger, the telecom app specialists.

The research - based on a sample of 500 UK punters - found that **57 per cent had not changed their usage**, suggesting operators are failing somewhat in their bid to make us spend more, do more, on our phones.

Naturally Apptrigger believes operators lack the tools to make us more interested.

Mobile operators are missing a trick by not combining traditional services with new IP services to create new innovative services, said Patrick Fitzgerald, VP of Marketing for AppTrigger. However, the lack of mobile marketing is a side effect of a greater illness. If operators were equipped with the appropriate tools and technologies to link promotions, via applications, into their networks quickly and push them out to market, they would be able to capitalise on this lost opportunity.

He believes that mobile phone operators are largely locked into proprietary application suites and hindered by complex connectivity issues. The missed opportunity comes in the form of traditional IN-based applications such as pre-paid, voicemail and SMS.

But it's not all bad news:

Within the youth market (16 - 24 year olds) 62 per cent said that they download music or games;

The young careerist market (aged 25 - 34) said they are more likely to use their phones for PDA tools (diary, contacts and email) and checking websites (62 per cent and 69 per cent respectively);

The mainstream age market (aged 35-44) make commercial transactions with their phones (39 per cent said they conduct transactions such as topping up their balance);

The mature age group (45 to 55 year olds) were most likely to use their phones for checking websites;

But when it comes to GPS service awareness is still patchy, only 22 per cent of mobile phone owners in all age groups said they have used Location-Based Services (LBS)

February 04, 2008 | [Permalink](#)

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/mGaM-fEyav4/phone-usage-stuck-in-dark-ages-the-res.html>

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## Location-based services getting around

Everyone needs direction?in a big city, in Macy?s Herald Square (floor 12 ½??), in life. That is why we?ll see navigational location-based services (LBS) really take off on mobile phones this year. According to Telephia, of the \$118 million in revenue generated by downloadable mobile apps during Q2 2007, LBS represented a whopping 51 percent?with navigation taking the lion?s share.

Now carriers and handset makers are rushing to incorporate these services into their offerings. **TeleNav**, the first to launch a GPS navigation system on a mobile phone, has a long list of partners that include AT&T, Sprint Nextel, Nokia and RIM. Their competitor Navteq was snatched up by Nokia last year for \$7.7 billion, and Garmin and TomTom (who dominate non-mobile GPS devices) are in a bidding war over digital mapper TeleAtlas. An increasing number of phones are now coming with built-in satellite navigation capabilities. Nokia?s new N95 and smartphones from BlackBerry, Motorola, and Samsung all come with GPS chips. Meanwhile Apple launched Google Maps, which uses cell towers to approximate the phone?s location. This is all allowing many cool LBS services like Socialight, Loopt, Wayfinder to be fully location-aware and sparking the creation of many more.

## Garmin readies with a handset of its own

The number of cell phones with navigation will hit 162 million this year?that?s more than seven times the number of such devices sold for use in cars. And that market will soon be eclipsed entirely by mobile phones that can perform in-car GPS functions. In fact, it?s Garmin that is leading the charge towards dual function devices. They just launched a device that incorporates their GPS technology into a mobile phone. According to [Mobile Content Today](#), the ?nuviphone? is 3.5G with a touch screen and a camera in addition to GPS.

When you plug the nuviphone into its docking station, the hands-free capabilities are automatically turned on. Another useful feature is the ?Where am I?? function that finds where you are on a map and lets you know of stores and whatnot that are near you.

And, thanks to some smart thinkers at Garmin, there?s finally an easy way to find your car in a crowded parking lot without hitting the panic button on the remote. The nuviphone has a nifty feature that pinpoints the cradle location, which, Gearlog points out, is also a great way to also pinpoint the location of your car at the mall.

No more tennis balls on antennas! But the device lacks multimedia, messaging, and third-party applications apparently. We?ll see if Garmin?s attempt to preempt their downfall works. In any case it will likely force both TomTom and traditional handset makers step up to the plate and try to create something better.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/l5BHril7l64/mobile-phones-will-kill-gps-systems.htm>  
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## [Maps and Location Based Technology Gains Momentum](#)

Published by Babar Bhatti on January 30, 2008 10:40 pm under [Gadgets](#), [ICT](#), [Mobile Trends](#), [Value Added Services](#), [mobile phones](#)

Location Based Services (LBS) are one of the hottest new emerging growth area and battlefield in North America, Europe and parts of Asia (Japan, Korea, Taiwan, among others). With the sale of personal navigation devices at an all time high and with increasing number of mobile phones with GPS capability, it will be an interesting area to watch. Some of the recent events such as Consumer Electronics Show in Las Vegas provided ample evidence of this.

There are many pieces of technology which make up this: better/cheaper devices, new value added services based on connected navigation devices, alternatives to GPS for location determination on the phone, CDMA vs GSM technologies and advances in mapping technologies.

Maps have come a long way in the last few years and the need for real time location-based information whether it be traffic or product inventory is acting as a catalyst. For a view of the situation of maps technology in Pakistan see this [recent entry at Green&White](#).

Here's a bit more on the recent industry events related to maps and navigation from [TheDeal.com](#).

U.S. software giant Microsoft Corp. built up its arsenal in the battle against Google Earth with the acquisition Wednesday, Dec. 12, of U.K. online mapping service Multimap Ltd. for an undisclosed sum.

Microsoft's purchase is the latest in a series of deals in the digital mapping industry. In October Nokia acquired U.S. car navigation software provider Navteq Corp. for \$8.1 billion. Last month Dutch navigation device maker TomTom NV snared Tele Atlas NV, the Netherlands-based digital map maker, for \$4.3 billion.

Seattle-based Microsoft said the acquisition would enhance its existing offerings such as Virtual Earth and offer future integration potential for a range of other services and platforms.

As more and more cellular phone makers incorporate the technology into their handsets, demand for digital navigation devices is expected to explode. California research group iSuppli Corp. valued the market at about \$4 billion in 2006 and projects \$16.5 billion in revenue by 2013.

1 Comment so far

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/ViGLVG6utP8/maps-and-location-based-technology.html>

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## GPS in Cameras: Cheaper, Faster, Smaller, More Efficient Printer Friendly

Wellingborough - February 1, 2008 ? The big names in the digital camera world are all at PMA from today and there is no doubt that GPS will be a hot topic amongst attendees. The reason for this is a host of recent announcements from GPS companies such as Air Semiconductors, SiRF, Qualcomm, u-blox, Glonav and Geotate (NXP Software?s spinoff). These companies are finally paving the way for intelligent integration of GPS in digital cameras. All the major GPS IC companies are looking at the digital camera market because of the volumes involved (over 100million units shipped in 2006 and growing) and the interest that digital camera manufacturers are showing in the technology. These manufacturers have been looking at GPS technology for years now and they have all been facing the issue of the usage mode of digital cameras (click and go). This conflicts directly with GPS, which can require tens of seconds (or sometimes minutes) in order to get a location fix (TTFF). As outlined in IMS Research?s report ?The Worldwide Market for GPS/GNSS-enabled Portable Devices?, solving this conflict is a key element for a successful uptake of the technology in the market. Matia Grossi, author of the report, said ?camera manufacturers are unsure of traditional solutions because they are too power hungry, too expensive and take too long to get a location fix. The imminent arrival of GPS-enabled cameraphones, has placed increased emphasis on addressing this capability. Furthermore in the past years their margins have thinned significantly, with the commoditization of their products and the competition from the cellular market, making the issue even more complicated. At the moment there are limited GPS-enabled solutions, mostly in the high-end SLR market using external (and expensive) devices?. ?A new wave of GPS techniques are emerging that will solve the issue in different and innovative ways. As a result, IMS Research?s forecasts that the GPS camera market will show very strong growth over the next 5 years growing from a sub-million unit market in 2006, with a CAGR of over 200%. Currently, two of the most interesting ones are those brought to the market by Geotate and Air Semiconductor. In Geotate?s Snapshot solution the receiver is only on for a fraction of a second, while the user takes a picture. Snapshot is instantaneous and user-independent, without eating up the battery, making for a perfect user case. From the manufacturers point of view it is a small, cost-effective way of addressing the geo-tagging market. In Air Semiconductor?s Airwave-1 solution the receiver is always on, dynamically trading accuracy with power efficiency to find the optimum balance for each application. The receiver consumes as little as 1mA (on average) and is independent of the existing hardware, providing a perfect usage mode for cameras?. Grossi continues, ?The new solutions that are being presented could finally open the market to GPS and while it might be too early to expect any major announcements involving GPS at the 2008 edition of PMA, please watch this space?. If you would like an interview with an expert in this area, please contact Alison Bogle, Marketing Manager, at Alison.Bogle@imsresearch-usa.com or +1 412-441-1888.About IMS ResearchIMS Research is a supplier of market research and consultancy services on a wide range of global electronics markets. The company is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China. IMS Research regularly publishes detailed research on the cellular market including handsets and infrastructure equipment markets, among others. Please visit us at: [www.imsresearch.com](http://www.imsresearch.com)

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Google gazes into truly mobile future

?location-based ads to revolutionise web?

Tags: [google](#), [ads](#), [location based services](#), [advertising](#)

The arrival of a truly mobile web, offering a new generation of [location-based advertising](#), is set to unleash a "huge revolution", Google chief executive Eric Schmidt has said.

The best of Google Earth From [Hollywood](#) to [Vegas](#) and [racetracks](#) to [controversial domes](#)... click [here](#) to travel the world with Google Earth.

Schmidt said at the World Economic Forum, in Switzerland: "It's the re-creation of the internet, it's the re-creation of the PC story and it is before us - and it is very likely it will happen in the next year."

Current estimates for mobile advertising are cautious, with consultancy Forrester predicting revenues of under \$1bn by 2012.

But Schmidt said this figure was too low and failed to take into account the fact the mobile web was reaching a tipping point.

Google aims to be a prime mover by bidding for [coveted airwaves](#) to launch an open US wireless network, pitting it against established telecommunications players. The move will take the company well beyond its core web search and online advertising franchises.

Some analysts are worried at the high costs involved but Schmidt said he was confident [location-based advertising](#) - which could, for example, direct hungry travellers to nearby restaurants - would be "a very, very good business".

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/gpDYZmxtUoM/google-gazes-into-truly-mobile-future.html>

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Advances in GPS chipset development will allow integration of GPS in every mobile device within five years, claims a newly released report. Low cost, GPS modernization, and new Global Navigation Satellite Systems (GNSS) will expand the market to 900 million units by 2013, ABI Research forecasts.

Spread the word:[digg this story](#)

In-car navigation will remain the most important application of GPS technology, ABI says, but the use of GPS in many other consumer, business, and industrial environments is expected to grow. Examples include telematics and asset tracking, digital cameras with automatic geo-tagging, and consumer devices with location-based social networking features. Lower pricing from GPS chip vendors mentioned in the report -- such as [Broadcom](#), [SiRF](#), and [u-blox](#), along with many others -- will be a major factor in market expansion, according to ABI. But, so will improved availability, reliability, and precision of GPS and other GNSS systems, such as China's Beidou (Big Dipper), the EU's Galileo, and Russia's [GLONASS](#). ABI Research principal analyst Dominique Bonte says, "Personal Navigation Devices for in-car use will be increasingly complemented by converged solutions based on GPS-enabled handsets for pedestrian navigation and location based services (LBS)." However, she adds, GNSS technologies will have to be combined with other positioning solutions, such as assisted GPS, dead reckoning, and WiFi, to address the issue of indoor coverage. For example, the WiFi positioning system (WPS) from [Skyhook Wireless](#) works with Windows Mobile and was adopted earlier this week by Apple, via a firmware revision to its iPhone. Even without GPS hardware, Skyhook-enabled phones can calculate their positions by triangulation using a database of known cellular towers and WiFi access points. Marine, avionics, military and surveying applications will also require supplementary technologies, such as laser or sonar, for improved precision and coverage. Therefore, specialists such as Garmin and Trimble will continue to successfully develop products for a wide range of applications and segments, Bonte says. Availability The 120-page report, "Global Navigation Satellite Positioning Solutions," provides detailed descriptions of products, market players, trends, drivers, and barriers, according to ABI. It also describes all GNSS systems, including GPS and its high-precision variants, such as Differential GPS, Real Time Kinematic (RTK), and augmentation systems. The report concludes with sales forecasts for each region and market segment, according to the company. More information is available from the ABI Research website, [here](#).

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/ockvqIQnxCs/advances-in-gps-chipset-development.html>

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Blaupunkt has introduced a Windows CE 5.0-based GPS unit with an unusual round form-factor. The "TravelPilot Lucca 3.5 Edition" features street-level mapping for 22 different European countries, according to the company. ([Click here for a larger view of the TravelPoint Lucca 3.5 Edition](#)) Within the TravelPilot's circular case is a 3.5-inch touchscreen display with 320 x 240 resolution. The device has 64MB of RAM and 1GB of flash, and storage can be added via an SD slot. Like many other Windows CE-based GPS devices, the TravelPilot can display photos or play music files loaded from an SD card, Blaupunkt notes. The TravelPilot is built around SiRF's Atlas III, a highly integrated SoC (system-on-chip) that includes a 396MHz ARM926EJ-S core, a 264 MHz DSP, and support for displays up to 800 x 480 pixels. A faster version of the company's [Atlas II](#), the Atlas III runs Windows CE natively and has 30-channel, hardware-accelerated GPS baseband capabilities. According to Blaupunkt, the TravelPilot features maps supplied by [TeleAtlas](#), which can be loaded as needed from a DVD supplied with the unit. GPS functionality includes a "go-home function" from anywhere, points of interest (POI) displays, and route calculation that can avoid toll roads, ferries, or specific highways. "Adaptive adjustment" can take driving behavior into consideration when calculating routes, Blaupunkt claims. The TravelPilot also receives Traffic Message Channel (TMC) broadcasts via the FM Radio Data System (RDS), playing back only those that are relevant to a user's present position. (TMC is currently broadcasting in a variety of western European countries, with others expected to come online soon, according to [TMC Forum](#), the TMC trade association.) Specifications listed by Blaupunkt for the TravelPilot Lucca 3.5 Edition include:

Processor -- SiRF Atlas III (396MHz ARM926EJ-S core and 264 MHz DSP)

Memory -- 64MB RAM and 1GB flash

Display -- 3.5-inch touchscreen display with 320 x 240 resolution

I/O:

1 x USB 2.0

3.5mm headphone jack

DC input

Battery type/life -- 1400 mAh battery lasts approximately three hours

Weight -- 7 ounces (195 g)

Dimensions -- 4.3 (diameter) x 0.8 (thickness) inches Blaupunkt did not release pricing or availability information, but the TravelPilot Lucca 3.5 appears to be on sale in a variety of European countries.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/S2DjGsVGxcw/blaupunkt-has-introduced-windows-ce-5.html>

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[A monopoly for a market that doesn't exist yet!](#) (Score:4, Interesting)

A monopoly for a market that doesn't exist yet! (Score:4, Interesting)

by [AtariDatacenter \(31657\)](#) on Wednesday December 26, @03:07PM ([#21823736](#)) [Homepage](#)

60% of you will underestimate this.20% of you will misunderstand this.10% of you might believe it.10% of you will totally get this.The next step in 'Internet advertising' doesn't exist yet, and doesn't directly center around the web browser and web pages. There is a real integration of three technologies that is coming around the corner, and Google is far ahead of the game than any other player. In fact, most of the other players don't even know the game exists.What is this magic combo?Cellular Data [real time, anyplace, data transport to a computing device] +Internet [not web pages, but providers of location based services (Google)] +GPS [one of the new key data fields that everything will hinge upon]"But we already have those things today!" "This is nothing new!" "My phone currently does all three!"Yes. Those are three discrete services that your phone may have. But are they INTEGRATED?New world example:You're hungry. You want a place to eat. You go to your [smart device]. It could be a cell phone. It could be a Nokia N800 like device. Yes, it could be built into your car like your existing GPS mapping device. It already knows where you are (and shows your position on the default screen). You query (not through a web browser, but an integrated interface) for a nearby fast food restaurant. With me so far? You didn't go to a web page Yahoo! Local or Google Maps. Your map application was built into the device.Quite a number of nearby locations pop up on your map. But there are a few bolded map selections. Arby's has free desert with any meal purchase. Bill & Ruth's sub shop has a discount of \$1 towards any sandwich. And some small pizza place you never heard of has a 2-for-1 special. And then there are quite a number of other choices.How did those bolded deals get there? Some large company built up the infrastructure required to run a service where any advertiser (major corporation or little mom-and-pop shops) could put in advertisements at a local level. They've got the transaction engine necessary to take and bill for advertisements. (That would be an existing online advertising company.) They've got the scale to do this on a nationwide (or even worldwide) basis. They've got a yellow pages database. They've got a way to deliver this to consumers.Who has something like this today? The only things close that I've found are [Yahoo! Local](#) [yahoo.com], and our friend Google.Google doesn't have all the pieces yet. But they're assembling them. Adsense is going to start allowing location based advertising. (I wish I kept my reference for that.) They're working on an integrated delivery platform to get that to you (Gphone). They practically have all the pieces in place, and they're working towards the goal of making this happen.Now, DoubleClick is a major online advertising company. They could be competition to Google in this future world. But, if Google absorbs DoubleClick before the market even exists, then they can avoid the whole monopoly issue. So Google isn't just playing for the here and now, but they're playing for the future in advertising. Nobody else (such as local telephone companies which maintain their own yellow pages) will be in a position to compete (because they lack everything needed to gather the ads nationwide, and they lack everything needed to present the ads, except for some ownership of the mobile devices). Which... of course... Google managed to take away their walled garden when it comes to the mobile devices allowed on the next generation wireless networks.And Google totally has this figured out. Hello? Google Maps? Want to know what the business looks like that you're heading for? Google street view. Google is totally lining all of its ducks in a row to corner this new market.DoubleClick is an important piece that a potential competitor would need in order to assemble the pieces to compete with Google in this new market. A market which most people don't even see coming. I'm sure the regulators don't either.I did a quick Google on the topic. I haven't found a lot. But at least I see that [someone else](#) [wordpress.com] totally gets it. Looks like his observations dovetail in very nicely with my own.Welcome to Web 3.0. What's different about Web 3.0? The Web Browser is no longer the star. Your location is.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/mustnplXQLY/monopoly-for-market-that-doesnt-exist.html>

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## [Magellan Partners With Google On GPS Device](#)

SAN JOSE (AP) ? Magellan Navigation Inc. has teamed with Internet powerhouse Google Inc. to put local business listings on its first portable navigation device to feature wireless connectivity. The Magellan Maestro Elite 5340+GPRS, being unveiled at next week's International Consumer Electronics Show in Las Vegas, will be among the first in a new crop of global positioning system devices to sport GPRS cellular capability. Several other GPS device makers, including Dash Navigation Inc., are expected to also show navigation products with connectivity features at CES. The connectivity means users on-the-road could get a taste of the same up-to-date information they are already accustomed to getting from the Internet, such as real-time traffic conditions or the location of the cheapest gas. No longer will users be limited to just the points-of-interest or map data embedded in the gadget. For example, users of the Maestro featuring Google Local Search can type "pizza" into the device and then Google will display its relevant results, including Web-based recommendations, around the user's specified or current location, Magellan said. Users or others will also be able to wirelessly send information, such as a destination address or other notes, directly from their PCs or Web-connected gadgets to the car-navigation device. But the cutting-edge connectivity won't come cheap. The Maestro Elite 5340+GPRS will be Magellan's premiere GPS model with a price tag of \$1,299 when it becomes available in March. Users will also have to pay a yet-to-be-determined monthly fee for the GPRS service.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/IUZZIzzeXSM/magellan-partners-with-google-on-gps.html>

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## [Nemerix CTO Lionel Garin to Share His Vision for the Future of Handheld GPS Offerings at CES](#)

Santa Clara, CA and Manno, Switzerland: Nemerix, a leading fabless semiconductor company specializing in ultra low power semiconductors and solutions for GPS and location-based service devices, today announced that Lionel Garin will share his vision for the future for consumer-oriented, handheld GPS devices in a session entitled: "Market Navigation for the Navigation Market" scheduled to take place on Monday January 7th from 3-4 PM in the North Hall, Room N264 of the Las Vegas Convention Center. This session is moderated by Avi Greengart, Research Director for Mobile Devices at Current Analysis, and will also include Ed Staehlin from Motorola; Amit Desai, from Dial Directions; and Christian Bubenheim, from Magellan; in addition to Nemerix's Lionel Garin. During this session, Garin will discuss the different technical requirements from the automotive GPS market - where accuracy up to five meters is sufficient - to the pedestrian or last-mile GPS market, which requires a much higher degree of accuracy to provide pedestrian turn-by-turn directions in dense urban environments and indoors. "If you listen to mass market analysts, it might appear as though GPS has become a commodity, where the only differentiation between solutions is cost, and power consumption" but that's not actually the case," said Lionel Garin, CTO for Nemerix. "At CES, we'll examine why the navigation market requires a higher level of performance, and we'll discuss when the navigation capabilities that address indoor environments - such as shopping malls, and deep-indoor locations - will arrive to usher in wide market acceptance." At CES, Garin will discuss a series of upcoming, consumer-oriented GPS applications, such as signal authentication and position certification for mobile banking applications, where precise transaction timing and location authentication are required. He will also discuss how GPS location and velocity authentication can facilitate new consumer services, such as pay-by-use car insurance; usage-based toll road charges, and how the technology can be used to resolve litigation related to speeding tickets. These and many other GPS-related items will be discussed all week at CES. Additional Nemerix executives, such as Lew Boore, and Vineet Dujari will be on hand throughout the week at CES. Members of the media interested in scheduling a briefing with Nemerix can do so by contacting Ally Forbes at ally [at] firpr.com. About CEA: The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$148 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org). About Nemerix ([www.nemerix.com](http://www.nemerix.com)) Founded in April 2002, Nemerix S.A. (Manno, Switzerland) is a venture-backed fabless semiconductor company specializing in ultra low power GPS and LBS integrated circuits, software and firmware for GPS and wireless applications. With the release of NX4, Nemerix has four generations of low-power, high performance, stand-alone, hosted, A-GPS experience. Nemerix's devices enable battery-powered location determination anywhere, anytime, facilitating the design and manufacture of truly differentiated products and an enhanced consumer experience. Nemerix's investors include Atila Ventures, Auriga Partners, Cadence, Oak Investment Partners, PolyTechnos Venture-Partners, and Vi Venture Incubator. For more information about Nemerix, please visit: [www.nemerix.com](http://www.nemerix.com).

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/8XSbAcOMSZ0/nemerix-cto-lionel-garin-to-share-his.html>

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## [Garmin Chooses Sarantel Technology To Drive Development Of Next Generation Handheld](#)

### GPS Devices Printer Friendly

London - Jan 4th 2008 - Garmin has chosen Sarantel's award-winning GeoHelix GPS Antennas for its recently launched Colorado range of handheld GPS receivers. Sarantel (AIM: SLG) develops and manufactures the world's most advanced miniature filtering antennas for mobile, wireless and handheld devices. The technology is one of the most compact and yet accurate positioning antennas on the market today; designed with the varied and increasing demand for GPS technology in mind. Garmin is a pioneer and the worldwide leader in handheld GPS products and the Colorado series represents a dramatic step forward in innovation and usability in the outdoor GPS market segment. Users will benefit from a host of innovative features, such as world class positional accuracy, and will find its small size easier to use and more practical. The range of products incorporates a unique "Rock 'N' Roller" input device that allows for one-handed operation, shaded-relief and satellite imagery mapping and vibrant color 3-inch screen with high resolution, 15 hours of operating time on AA batteries, a built-in compass, altimeter, and temperature sensor, plus the ability to wirelessly exchange routes, tracks, waypoints, and geocaches between two units. David Wither, Chief Executive of Sarantel says: "Up to this point the challenge for GPS receiver manufacturers has been to develop a GPS product that works effectively and accurately but matching these performance requirements to an aesthetically pleasing, ever shrinking package is becoming increasingly difficult. Advances in antenna technology now mean that, for the first time, consumers can benefit from high performance in a small hand-held package, like Garmin's innovative new Colorado Series." About Sarantel Sarantel is a leader in the design of high-performance miniature antennas for portable wireless applications including hand-held navigation, satellite radio and laptop computers. Sarantel's revolutionary ceramic filtering antennas offer dramatically improved performance over existing antenna designs, resulting in a clearer signal, better range and 90 per cent reduction in the amount of signal radiation absorbed by the body. Because of their smaller size and higher capabilities, Sarantel's antennas enable manufacturers to create innovative high-volume consumer products incorporating technologies such as GPS, Wi-Fi, WiMax, 3G, GPRS, Satellite Radio and Bluetooth. More information about the company is available at [www.sarantel.com](http://www.sarantel.com)

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/cr7HIMynRoE/garmin-chooses-sarantel-technology-to.html>

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[Portable navigation on mobiles set to take off](#)  
[John Walko](#)

[EE Times Europe](#) (01/03/2008 8:30 AM EST)

LONDON ? Sales of portable navigation devices are set to increase ten-fold over the next eight years, with the huge take-up coming from the the GPS functionality being embedded into mobile phones, according to Telematics Research Group (TRG).

While Garmin and TomTom are predicted to remain global market leaders for portable navigation devices, mobile phone makers such as Nokia, Motorola, LG and Samsung are expected to show the way in the near future, the Minneapolis based market research group suggests in a report on the sector.

TRG sees the worldwide portable navigation market growing from 50 million units in 2007 to more than 500 million units in 2015.

It suggests the change in market leadership is partly due to wireless connectivity opening up new applications and services by bringing together accurate location-based data with advanced POI data including pricing, inventory and user-generated content such as ratings of local businesses.

TRG estimates 30 million dedicated Personal Navigation Devices (PNDs) were sold last year and about 20 million navigation-enabled mobile phones. It estimates that navigation-enabled mobile phones will start outselling dedicated PNDs next year, with the combined segments reaching annual sales of more than 220 million by the end of 2012.

The market researchers suggest that by 2015, Nokia could be selling 180 million devices with GPS capability, followed by Samsung and Motorola (both 70 million), LG (60 million), and TomTom and Garmin both 25 million.

Corresponding figures for last year are said to be 9 million units sold by TomTom, 8 million by Garmin, 7 million by Mitac, 5 million by Nokia and 4 million by Mio/Navman.

"In the years to come navigation-enabled mobile phones will be used for auto navigation, pedestrian navigation and many other types of location-based services," says Egil Juliussen, principal analyst for TRG. "This opens up a new world of services and capabilities".

Recent acquisitions by [TomTom](#) and [Nokia](#) point the way toward the coming battle for the GPS consumer, according to Juliussen.

"Required for success in the GPS market of the future will be connectivity, inexpensive maps and rich point-of-interest content addresses alone will not be enough", he adds.

Garmin and TomTom are adding connectivity to their devices, he notes, and mobile phone makers are adding maps. "A large volume market for inexpensive, dedicated navigation devices will live on past 2008," Juliussen says, but survival for TomTom and Garmin may mean finding a way to compete for smartphone users.

<http://feedproxy.google.com/~r/HereThereEverywhere/~3/FwYwCGZ5jak/portable-navigation-on-mobiles-set-to.html>

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The Economist | GPS, PDAs, SatNav, GeoTags, Social Networks - Converge and Monetize  
PERSONAL navigators?those turn-by-turn digital finders usually mounted on car dashboards, with touch screens and pre-loaded maps?have become this holiday season?s must-have gizmo. They account for seven of [Amazon.com](http://Amazon.com)?s 20 top-selling electronic products this month.

Over the past year, global sales of such gadgets have doubled to 30m units. That?s small beer compared with annual sales of mobile phones or MP3 players. But with prices tumbling 20% annually, GPS (global positioning system) devices have reached a ?tipping point? that has pitched them into mainstream acceptance.

Jupiter imagesBring it with you

This has happened faster than anyone expected, and for one simple reason: they?ve become small and light enough to make them portable. Untethered from the dashboard, personal navigators now travel as much with the owner on foot as with the car on the highway. In so doing, the device is morphing into something different and even more useful.

Thank Moore?s Law for a start. The relentless doubling of processor power every 18 months or so has endowed such devices with enough speed and storage to cope with ever-richer mapping tasks. Meanwhile, battery developments pioneered by mobile-phone makers have allowed portable navigators to run all day on a single charge.

Add a broadband wireless connection to location data from GPS satellites, digital maps packed with millions of ?points of interest?, spoken street names and directions, and the navigation gizmo ceases to be a passive tool. Instead, it becomes alive with real-time information about where precisely (within 15 yards) you are on the planet and what?s happening nearby.

With a wireless connection, a portable navigator can add additional content to its map, such as minute-by-minute changes in traffic and weather conditions. Dynamic data like that then make it easy to provide alternative routes.

Last month, TomTom, a Dutch GPS-maker, launched a product that routes cars around traffic jams. Using a wireless connection, the subscription-based service collects traffic data by anonymously tracking the movement of mobile phones through their cellular network. Where the phone bleeps concentrate is where the snarl-ups are.

Adding connectivity to navigation doesn?t stop there. It can also be used to search the internet for local content while on the move. Input your likes and dislikes beforehand, and the device will search for things you might find interesting en route?an outlet of your favourite coffee chain, record store or Japanese restaurant, an old movie you?ve been meaning to see, or a popular hangout for folks your own age and inclination. Users have barely begun to tap navigation tools for their social-networking potential.

Also, instead of showing merely generic icons for hotels, restaurants, petrol stations and stores, mobile maps with broadband connections can be fed specific logos for, say, McDonald's, Shell or Gap. Even better, outlets can embed their latest offerings, discounts or seasonal menus within their clickable logos displayed on the map. Suddenly it becomes easy to find the cheapest place to gas up or have lunch.

Real-time parking information is another service that?s set to change our driving habits. Merely showing the location of a car park is useless if the lot is full. What motorists need to know beforehand is whether there are any empty slots, and does the lot accept validation from nearby stores and restaurants. Adding such features to personal navigation gear is relatively easy once the device is connected to the internet.

As navigation technology broadens its scope, it is changing its role. Until now, it has been used to guide

people to their destinations. These innovations are turning it into a mobile tool to find things of personal interest along the way. That makes the route as much an input as an output and the journey at least as important as the destination.

Other things change once mobile navigation steps out of the car and takes a hike. For instance, the granularity of the information displayed has to be finer. The kind of information that's perfectly adequate for driving along the highway at 30mph is nowhere near detailed enough for walking at 3mph. In a car, coming up soon means in the next mile or so; on foot, it means literally the next block.

In addition, the nature of the route becomes as important as the distance. Motorists can use service roads and side streets as well as main roads and freeways without hesitation. By contrast, pedestrians can't use freeways, but they can take short-cuts up steps, along walkways and footpaths, and across parks, plazas and open ground.

Pedestrians also need to know more about the topology of the route they're being told to follow. Where hills barely bother motorists, they are a serious concern for people on foot. Where motorists look out for street signs, pedestrians watch for landmarks and special buildings like post offices, libraries, schools and petrol stations.

A mapping company called Tele Atlas uses a fleet of vans equipped with GPS and video cameras to record how individual streets actually look to walkers. Enriching maps with a worm's (rather than bird's) eye view with real 3D images of stores and other roadside features makes life easier for pedestrians and motorists alike.

All of which suggests map-making is the key to this rapidly changing field. Knowing where precisely individuals are at any given instant and what retail outlets and other establishments they are near is central to mobile searching and to location-based advertising. That's why the two leading digital-mapping companies, Tele Atlas and Navteq, have lately been the target of takeover bids.

Earlier this week, Navteq, based in Chicago, formally accepted an \$8.1 billion offer from Nokia, the world's largest mobile-phone maker. Last month, Garmin, a Kansas City-based GPS-maker, withdrew its \$3.3 billion hostile bid for Tele Atlas, leaving the map-maker to rival TomTom.

That Nokia paid so much for Navteq shows how important location-based information is becoming to mobile-phone companies. In a recent survey by J.D. Power and Associates, over 40% of respondents wanted GPS on their phones. Only 26% thought WiFi would be handy, and 19% would opt for television.

Mobile phones and navigation gear are clearly converging. By offering connectivity, mobile-search and location-based services (including route directions), both are chasing the same market: a rising generation of footloose, gregarious and acquisitive consumers.

Is there room for both platforms? Possibly. Their different strengths and forms should continue to differentiate them.

Smart phones will always be more compact and provide better voice connections, thanks to their proprietary cellular networks. By contrast, personal navigators will continue to offer bigger touch-sensitive screens, larger hard-drives and faster broadband connections. That will make them better for watching streaming video and television as well reading the fine-grained information and 3D imagery now being packed into navigation maps.

Enthusiasts will presumably want both. Having dropped enough hints over the past few weeks, your correspondent hopes to be opening a new one of each on Christmas Day.

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