

# FREQUENTLY ASKED QUESTIONS

## Genasys Positioning Platform

### Q: What is the Genasys Positioning Platform?

The Genasys Positioning Platform (GPP) is a location enabling server – a middleware platform for mediation between location servers, location-based applications, a GeoServer, Content Providers, and internal operator systems like billing and customer care. More than just a central point of administration for the LBS ecosystem, GPP provides features that protects both the system and the operator's subscribers from unauthorized access to information. The platform also provides a powerful, standards-based API for basic and advanced location functions to enable rich and speedy application development.

### Q: Who is GPP designed for?

GPP is principally directed towards mobile network operators and MVNOs. GPPm, our Multi-Operator Platform, is an ideal solution for an ASP's provisioning of location-based services across operator networks in a single market.

### Q: We have proprietary applications and a location server. What do we need GPP for?

- By centralizing security and privacy rules in GPP, the operator retains **control over access to information and resources** instead of placing control in the hands of the applications.
- By centralizing application provisioning, API services, request processing, user privacy settings, and transaction data in the platform, system maintenance and the addition/upgrading of ecosystem components is greatly simplified. Over time, GPP reduces the effort and costs associated with day to day administration and periodic changes resulting in **quicker return on investment**.
- Unlike other application development platforms, GPP was designed based on **international standards and an open architecture** to support any type of application, developed in any language and using any communication channel. This gives you the freedom to grow your service offerings without limitations.

### Q: Which technologies is GPP compatible with?

Take your pick. GPP was designed from the outset with a commitment to open standards and flexibility. Therefore, it is completely independent of both network (GSM, CDMA, UMTS, etc.) and location technologies (Cell-ID, A-GPS, E-OTD, etc.). The GMLP location services API is based on the Open Mobile Alliance standard MLP 3.2.0 and all communications are made using XML over HTTP(s). The platform is installed using a clustered architecture based on the Linux Virtual Server though it is also supported on the Sun architecture.

### Q: How does GPP connect with other systems?

To connect with other elements of the LBS environment as well as to internal operator systems, custom "plug-ins" that translate communications from the system's native protocol to the HTTP/XML-based protocol used by GPP are developed during the installation process. This ensures complete support of the necessary dialogs and easy integration of new and upgraded systems.

### Q: What control do subscribers have over their privacy settings?

GPP comes with white-label access tools that include a customizable SMS catalogue and utilities for access using iMode, WAP, and the operator's Web page. Using these tools subscribers can create and modify a personal location schedule for each application they may be registered for, block specific users from finding their location, block location globally on-the-fly and much more. We understand that peace of mind is critical when you offer the management of sensitive personal information like location. For that reason, GPP has continually enhanced the controls available to the end users.

