

SIMLocator: Location Server Solution

FOR MNOs AND MVNOs



The Genasys *SIMLocator* is a User Plane Location Server solution based on SIM cards that can bring the most efficient mobile handsets location to many Location based Value-added Applications.

SIMLocator is based on :

- **Client Component:** An applet embedded into the SIM card that is an intelligent software agent that collects network data used in the handset location determination and interacts with the SIMLocator server.
- **Server Component:** System that provides advanced API functions under CGI location technology - without any integration with the core network - acting as a Location Server and as Presence Server.

Minimum Load on Network Resources:

Autotracking Component

The SIMLocator client works as an independent "network probe or Presence Source".

The SIM Toolkit client is activated remotely and it can send the network data about its position:

- Every n seconds and/or
- Every time the terminal changes the cell and a handover is produced.

The client component includes an internal decision algorithm to consider multiple changes over the same cells minimizing the traffic and messages with the server system.

This makes the Genasys SIMLocator Server able to offer security services (tracking) avoiding the overhead over the core network.

Low Cost: The Alarm Component

The client component can manage a set of Cell Identifiers that define the alarm zone. This means that every time the terminal enters or leaves the area given by the specified cells, a notification is sent to the server or some action can be made on the terminal.

All this complex task occurs in the client side avoiding a continuous polling process and checks on the server side.

Thanks to this component the advertising services or located billing services (e.g. Home Zone) have become a practical reality.

Quick Installation:

- Significant saving compared with the usual Control Plane solutions (GMLC).
- Compliant with all Network releases and vendors, with all the mobile terminals and all the SIM cards providers.
- Network upgrades and integrations avoided.
- Reduces dramatically Network overload for tracking process: Crucial for mass-market applications, geo-fencing functions and one to one Advertising and Marketing.



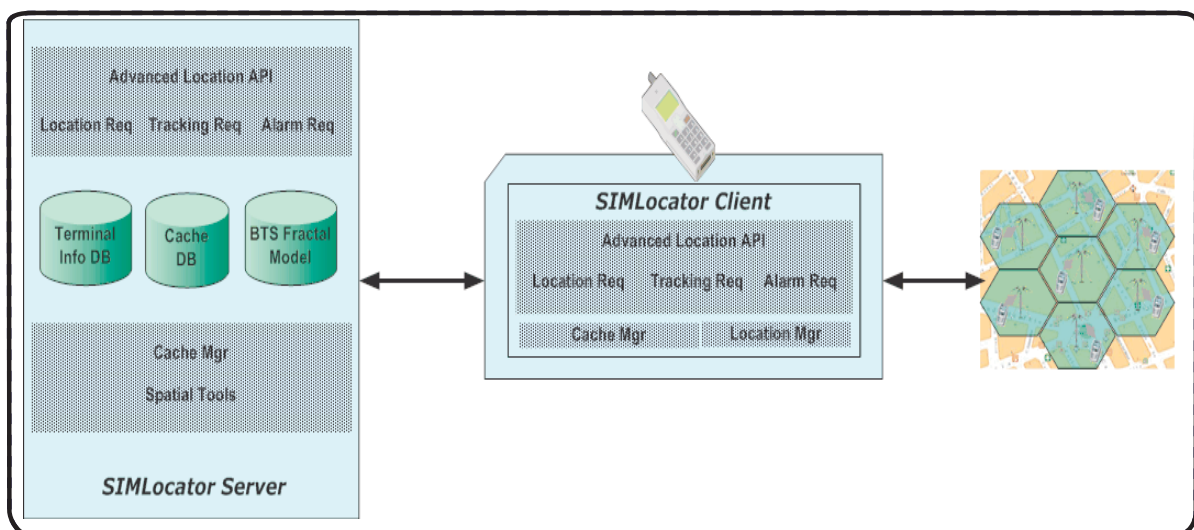
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Functional Benefits

- Both SIMLocator server and client component support simple location requests, tracking and alarm mgmt (based on OMA MLP interface).
- The SIMLocator server can act as a Location Server under Operator's LBS infraestructure or as a Presence Source with advanced functionalities for massive tracking of users.
- Only needs the integration with the Operator's Network Info DB (BTS DB) and with the SMS-C system.
- The SIMLocator client is developed under standard SIMToolKit libraries for 2G/3G networks in compliancewith all SIM providers.
- The applet size is 1.5 Kbytes (for Simple location) and less than 4 Kb (full version)
- Applet installation through OTA (Over the air).
- Roaming enabler: Detecting the out-roaming situation of the user.
- Flexible cluster architecture based on the number of users
- Ad-hoc integration with Provisioning, Billing (Pre/Postpaid), Reporting and O&M Operator's systems.
- Facilitates the implementation of Value-Added LBS Services, such as LBA (Advertising) and Home/Office Zone.
- Privacy Mgr module as an optional module for the SIMLocator server.



For more information about how Genasys LBS products can increase the revenue potential of your business, contact one of our representatives at sales@genasys.com or visit our website at www.genasys.com.

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