

# European GSM/GPRS/EDGE Designer NeonSeven to Location Enable Product Portfolio using CPS Matrix Tech

August 31, 2005 - European GSM/GPRS/EDGE terminal designer and protocol stack software developer NeonSeven is to integrate Matrix high accuracy location technology from CPS (Cambridge Positioning Systems Ltd) into a new range of devices for mass-market handsets and devices, it is announced today.

The two companies will collaborate on a joint development programme that will see Matrix-enabled software available to NeonSeven's customers in the GSM market in Q4 this year.

NeonSeven, based in Italy, is an ISO9001:2000 certified manufacturer integrating state of the art GSM/GPRS components and software packages to deliver GSM and next generation platforms and products. The company offers component evaluation, platform development and data module and phone reference design for a number of leading brands. Key partners of NeonSeven include Infineon Technologies AG.

NeonSeven CEO Demir Rakanovic said: "We are seeing increasing demand for location-enabled devices from our customers and selected Matrix because of its cost effective ease of integration into our established product portfolio. In a highly competitive market, it is important to offer clear differentiation in your offering and we are pleased that Matrix will help us achieve this."

CPS CEO Chris Wade added: "NeonSeven is very well connected in the broader device and protocol stack market and their move to integrate Matrix into their portfolio will mean wider availability of location-enabled devices in the GSM world."

The integration of CPS's Matrix location technology enables any handset or device to be rapidly located to an accuracy of sub-100m in GSM - and less than 50m in W-CDMA networks. The modules use the existing GSM/W-CDMA network infrastructure to transfer location information to the network using standard GPRS or SMS. This greatly reduces the rollout costs traditionally associated with high accuracy mobile location technology.

## **About CPS**

Cambridge Positioning Systems Limited (CPS) delivers cost competitive high accuracy mobile location technology to the billion-strong customer GSM and emerging 3G/W-CDMA markets. CPS' products are based on its software-only Matrix technology - which delivers sub-100m accuracy, sub-3 second location fixes and all environment coverage. The product portfolio extends to Matrix 3G and E-GPS - a powerful combination of Matrix and GPS technology.

With network deployments of Matrix underway, CPS is working with the world's leading mobile technology companies - including Nokia, HP, LogicaCMG and Andrew - to enable a new generation of high accuracy location based services and devices for enterprise and consumer markets. Headquartered in Cambridge (UK), CPS is funded by venture capital and strategic corporate investors. CPS's value is underpinned by 20 key worldwide technology patents - one of the largest and most comprehensive IPR portfolios of high accuracy location technology in the world. For more information about CPS, please visit: [www.cpslocates.com](http://www.cpslocates.com).

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