High Quality And Cost Effective Mobile Location Solutions Underpin Frost & Sullivan's Customer Value Award To CPS

London, 01st July 2004 -- In recognition of its breakthrough low cost solution that provides high-accuracy location-based information to mobile network operators, Cambridge Positioning Systems Ltd (CPS) is conferred the 2004 Frost & Sullivan Customer Value Award. CPS' Matrix solutions not only excelled on criteria such as product features and price but were also found to offer customers the highest ratio of value to cost.

Unlike competing technologies, which rely on network based Cell-ID positioning equipment or the deployment of satellite-based Global Positioning System (GPS) handsets/devices; CPS Matrix solutions use software enhancements on the network at the mobile location centre and software-enabled handsets to deliver highly accurate and timely positioning information.

John Young husband, consultant analyst at Frost & Sullivan, elaborates: "In contrast to GPS-based systems, for instance, Matrix works both outside and inside buildings. During trials, Matrix products displayed much faster 'location fix' speeds than satellite-based Assisted GPS (A-GPS) systems."

"At the same time, CPS' Matrix solutions can complement existing or new technologies. In areas where GPS coverage is slow or unavailable, it can be used to complement A-GPS service and provide timely and accurate location fixes," Mr Young husband continues.

For mobile operators looking for effective, low cost solutions, CPS software-based solutions offer other significant benefits. As the solution operates on a standard GSM handset without the need for additional network equipment or upgrades, it helps reduce CAPEX, notes Frost & Sullivan. At the same time, it complements existing Cell ID infrastructure to support a much more precise and consistent service.

Since the software-based solution uses intelligence in the handset, it functions across vendor platforms. And with most European mobile operators' networks consisting of equipment from different vendors, this feature has enabled rapid service roll out.

Mr Young husband points out that apart from product features, price too has been key to the popularity of CPS' Matrix products. CPS projects implementation rates of less than $1 per customer and even lower set up costs with a larger network deployment. In comparison, the cost of implementing an A-GPS solution or a hardware-based network solution is estimated at up to $30 per user, depending on the scale of deployment.

Increased adoption of location-based services is expected to hinge on the availability of low cost, accurate and reliable positioning solutions, which can be speedily, implemented into existing multi vendor network platforms.

CPS Matrix solutions enable operators to address these challenges now without requiring major network investment or disruption," Frost & Sullivan concludes. "Furthermore, their solution is vendor-agnostic and works with technology available in existing handsets and because Matrix is software-only, it can be integrated into standard handsets in a rapid and non-intrusive manner."

About Frost & Sullivan

Founded in 1961, Frost & Sullivan is recognized as a global leader in growth consulting. Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyses specific criteria to determine award recipients in a vast variety of market industries and landscapes. For further information, visit www.frost.com
<http://www.frost.com>.

Chris Wade
Chief Executive Officer
Cambridge Positioning Systems Ltd
62-64 Hills Road
Cambridge
CB2 1LA
Registered in England 2808344

Tel: +44(0)1223 326922
Fax:+44(0)1223 326901
Mobile: +44(0)7881 622669
Email: Chris.Wade@cpslocates.com
www.cpslocates.com