

CPS and Teydo Target Network Operators With Joint Matrix Technology and Applications Programme

CTIA Wireless, New Orleans, 15 March 2005) CPS (Cambridge Positioning Systems Ltd) and leading European LBS provider Teydo, today announced a joint marketing programme to drive high accuracy location based services to network operators worldwide.

The companies will highlight the benefits of CPS's software only Matrix high accuracy location technology and Teydo's service offerings - initially to European operators, but also in Latin America and Asia Pacific regions, where demand for location-based services is growing strongly.

Teydo BV, based in the Netherlands, offers a range of enterprise applications - including vehicle tracking - on leading GSM operator networks including Vodafone, T-Mobile, O2 and E-Plus. The company has enjoyed particular success with its FleetOnline(tm) service - which provides small and medium sized companies easy access to professional fleet management including positioning, messaging and mapping via a web-based API.

Teydo already has considerable traction across Europe and launched FleetOnline in the US in early February 2005. The company also offers the MobiSPOT(tm) aggregator platform for LBS, enabling third parties to enhance their applications and services with positioning, messaging and billing functionality.

CPS CEO Chris Wade said: "Location really comes alive when we harness high accuracy technologies and compelling applications. This new marketing programme is aimed at highlighting to operators how easy it is to bring together enterprise-focused services like FleetOnline and software-based technology such as Matrix.

"Working with leading and fast growing applications companies like Teydo further underlines our Matrix Everywhere vision - whereby our technology can enable not only network platforms and devices but also a new generation of high accuracy location-based services for enterprises and consumers."

Teydo CEO Jaap Groot said: "With over 11,000 users and 25 partnerships around the world one of the most heard questions is how can better accuracy than the current Cell-ID be achieved. With CPS's Matrix high accuracy location technology we can not only serve our current customers and partners with increased value, also a whole new portfolio of services require better accuracy. We're confident that Matrix will help operators and service providers to increase Location Based transaction volumes and bring new ideas to revenue generating services."