

CPS Software Solution Selected by Sichuan Yingda to Power High Accuracy Enterprise Location Services on China Unicom

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Matrix to support vehicle, security personnel and asset tracking

MOBILE value added service provider Sichuan Yingda has selected CPS's Matrix high accuracy location system to drive its enterprise location-based services on China Unicom's network.

The commercial agreement, signed today, will see the Matrix solution used to locate and track vehicles, security personnel and other assets.

Sichuan Yingda Technology Co Ltd specializes in wireless Internet services, products and integration. The company was incorporated in 1994 and is located in the national high-tech district of Chengdu in Sichuan, China. It has recently been selected for a High Tech Enterprise Award by the Government of the People's Republic of China.

The company will initially target corporate markets with their location service portfolio. Initial rollout – based on Matrix-enabled devices and server software - will be in Q1 2005.

CPS Chief Executive Chris Wade said: "This is a major step forward in confirming Matrix as the dominant high accuracy location technology for GSM. Introduction into the world's largest and fastest growing wireless market is a very significant achievement for the company. The appetite for new services in China is immense and we are delighted to see Matrix being used to deliver new location-based services.

"As Yingda has told us, Matrix's unique capabilities – software-only, low cost, all-area coverage – are already proving a critical factor in helping them secure new business and extend the reach and range of new services. This commercial agreement provides a strong platform for growth in China, where we see a number of exciting opportunities for both our GSM and WCDMA products."

The CEO of Yingda Technology Co, Tang Ruo Yu said; "With the relationship between Yingda and CPS, we can provide fast, accurate, reliable, location tracking services that deliver true business value at a lower cost. The opportunity for both companies will be to develop additional location based services that take advantage of CPS's world leading technology."

Matrix is already a proven performer in the 250 million-customer Chinese GSM market with extensive trials in urban and suburban areas. A number of Matrix-enabled devices have been put through their paces in recent months, delivering high accuracy performance, fast location fixes and all-area coverage in a wide range of demanding environments. This follows successful trials in Latin America and Europe.

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