



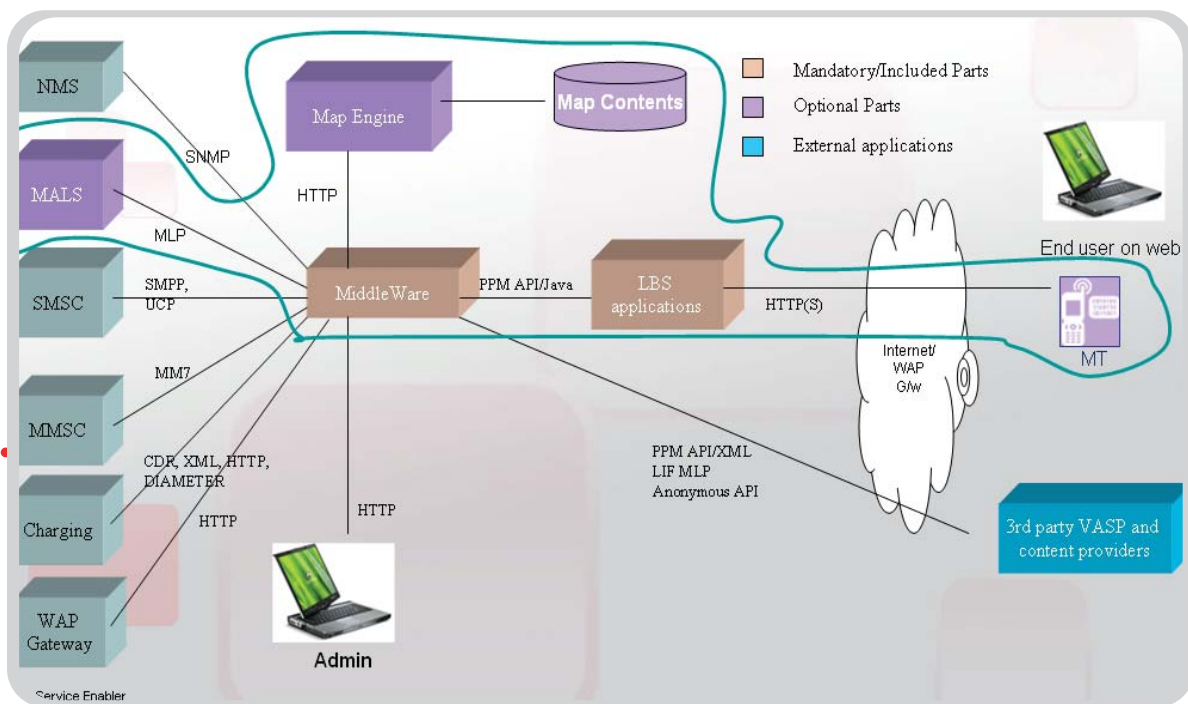
## Service Overview:

In this era of converged communications location is an important parameter in offering personalized services to consumers. CanvasM offers end-to-end capabilities to service providers for providing Location Based Services over their networks. CanvasM offerings include Location based infrastructure, middleware, applications, map engine, and SI services.

## Key Features:

- Standards based Solution for CDMA and GSM network families
- All major algorithms support – E-Cell-ID, NMR, E-OTD, AGPS, Hybrid etc
- Supports both handset based A-GPS and network based positioning
- System, Service, Partner, CRM, Statistics, Subscriber Management
- Java based architecture
- Drag-and-drop Service Creation Environment for service development
- Text-to-speech and Speech Recognition APIs
- API for 3rd parties' content and application developer
- Auto-transcoding of audio, video and images for application
- Large library of location applications
  - Fleet/Resource/Asset management
  - Navigation
  - Location-based charging
  - Mobile advertising
  - Emergency services
  - M-Poll
  - Yellow pages
  - Child tracker
  - Emergency call routing
  - Emergency services
  - Traffic & weather Info
  - Nearest Point of Interest (ATM, BUS stand etc.)
  - Maps & Routes or Yellow pages
  - Tourism information
  - Mobile gaming
  - Buddy finder
  - Match-making & dating
  - Blogging

## Service Architecture:



## End - User Benefits:

- Personalized and Localized applications
- Multiple applications to cater personal interest and preferences
- New flavor of innovative application suits all type of users (enterprise, entertainment, community etc)
- Enhanced user experience

## Operator Benefits:

- New Revenue Stream
- Use existing network infrastructure for location based applications
- Lower the Capex and Opex
- Offer additional value added services coming from 3rd party without investment
- Expand the value added service footprint by providing LBS Middleware for service integrations to location flavor
- Explore the enterprise and corporate customer base by offering LBS
- Increase brand loyalty
- Easy deployment and service management with a completely managed offering by CanvasM
- Boost Data, Voice, Advertisement and Subscription traffic there by increases ARPU

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