

AT&T TO PREVIEW NEW LOCATION INFORMATION SERVICES SOLUTION AT ANNUAL DEVELOPER SUMMIT

DALLAS, January 5, 2011 — [AT&T](#) continues to empower businesses and organizations with mobile solutions to help improve productivity and have better visibility into their assets through the creation of AT&T Location Information Services, a new branded offer scheduled to be available later this year. This cloud-based expansion of [AT&T's portfolio of Mobile Resource Management](#) services is being developed in collaboration with [LOC-AID](#) Technologies Inc. AT&T will preview this new solution at the annual [AT&T Developer Summit](#) happening today in Las Vegas.

AT&T Location Information Services are designed to provide AT&T's enterprise customer base with a highly reliable, operationally managed service where network-based location information can be obtained for corporate assets, employee devices and consumer handsets. This service is intended to take advantage of [AT&T's cloud capabilities](#) in order to improve operational efficiencies, increase customer satisfaction and control costs for a variety of industries such as financial services, retail, healthcare, education, travel and hospitality and manufacturing.

"We're seeing an increased demand from our business customers to utilize the AT&T global network to be more location aware of their assets," said Chris Hill, Vice President, Advanced Enterprise Mobility Solutions, AT&T Business Solutions. "AT&T Location Information Services will be a natural evolution of our mobile resource management portfolio, which can increase productivity and reduce costs for enterprise customers."

AT&T is collaborating with LOC-AID to enable enterprise customers to access location information of their customers in order to deliver location-aware services and content. With LOC-AID's Location-as-a Service™ (LaaS) offering, enterprises can now gain access to their customer's location information on-demand, based upon their business requirements or business events. The mobile location platform from LOC-AID, Location Xchange Gateway™, offers developers a single, highly secure, web-services API to get location data of mobile devices and a simple on-boarding process to create applications that use

device location information. It also provides a range of location enablement services, including x/y coordinate delivery, geofencing, geocoding, map appends and location. Enterprise developers are able to locate mobile devices through the Location Xchange Gateway™ and utilize network-based location data to enable solutions like fraud prevention, mobile marketing, authentication, mobile analytics and asset tracking in a number of vertical industries.