

BlueSky Positioning A-GPS SIM

Cost-efficient solution for accurate Emergency Call Positioning

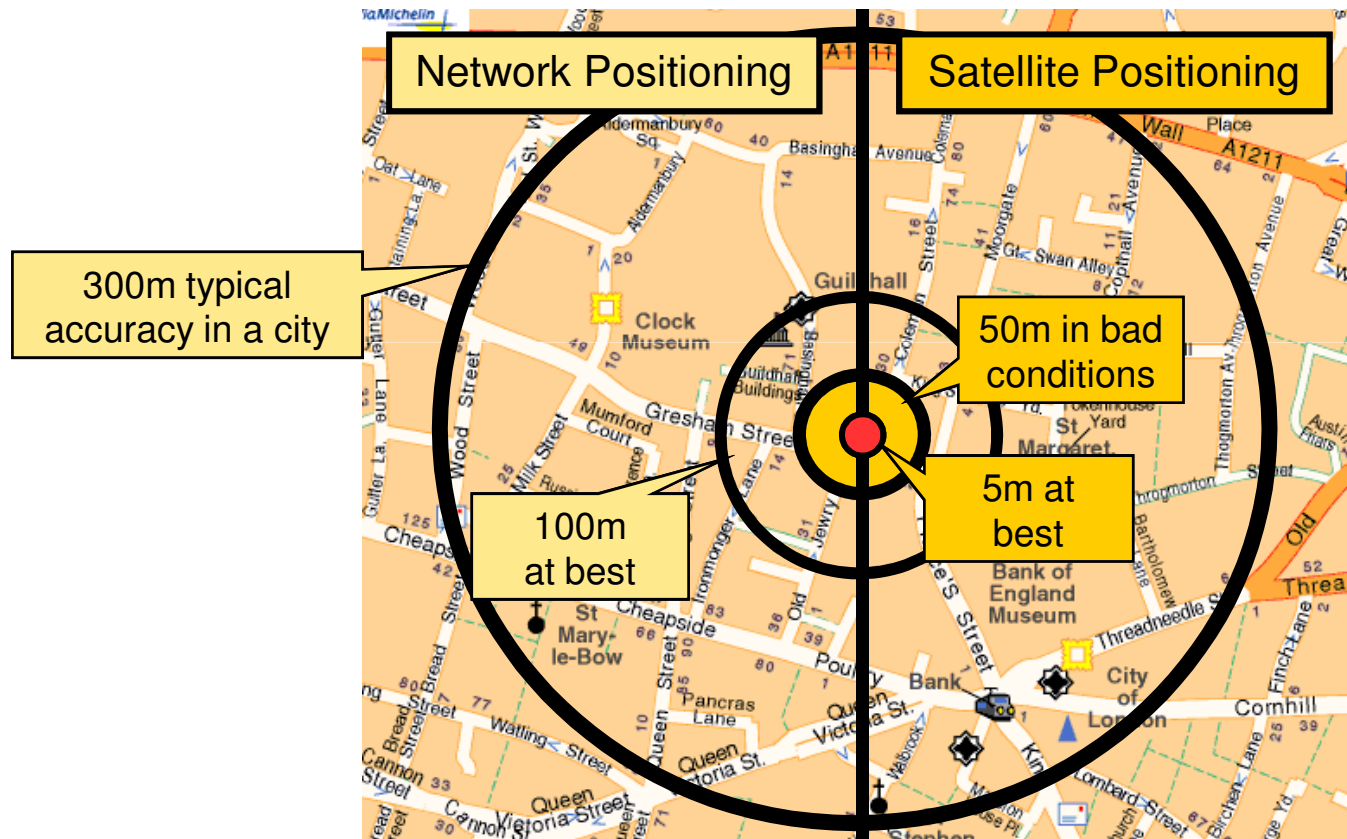
CALLER LOCATION ACCURACY

Roundtable on European Emergency Number 112
Žilina, Slovakia – November 19th 2009

www.blueskypositioning.com

Velipekka Kuoppala
VP Sales and Marketing
velipekka.kuoppala@blueskypositioning.com
+33660569521

Current problem is poor accuracy



Positioning Technologies in Nutshell

Network based using Cell ID, E-OTD, U-TDOA,....

- Cell ID works with legacy handsets
- E-OTD & U-TDOA new phone and/or network software
- Accuracy in cities at best 100m, rural areas 1km+, up to 20km

Handset based using Satellite Positioning

- GPS / AGPS phones are still rare (except CDMA in US)
- Accuracy 5-35m anywhere
- AGPS also in 'light indoors'

Where is Emergency Call location today?

- Still based mainly on Cell-ID and fax...
- Cell-ID based location is quick but not accurate enough
- Satellite navigation becoming a common feature in smart phones, but not yet widely used for E-112
- Cost and privacy concerns

BENCHMARK

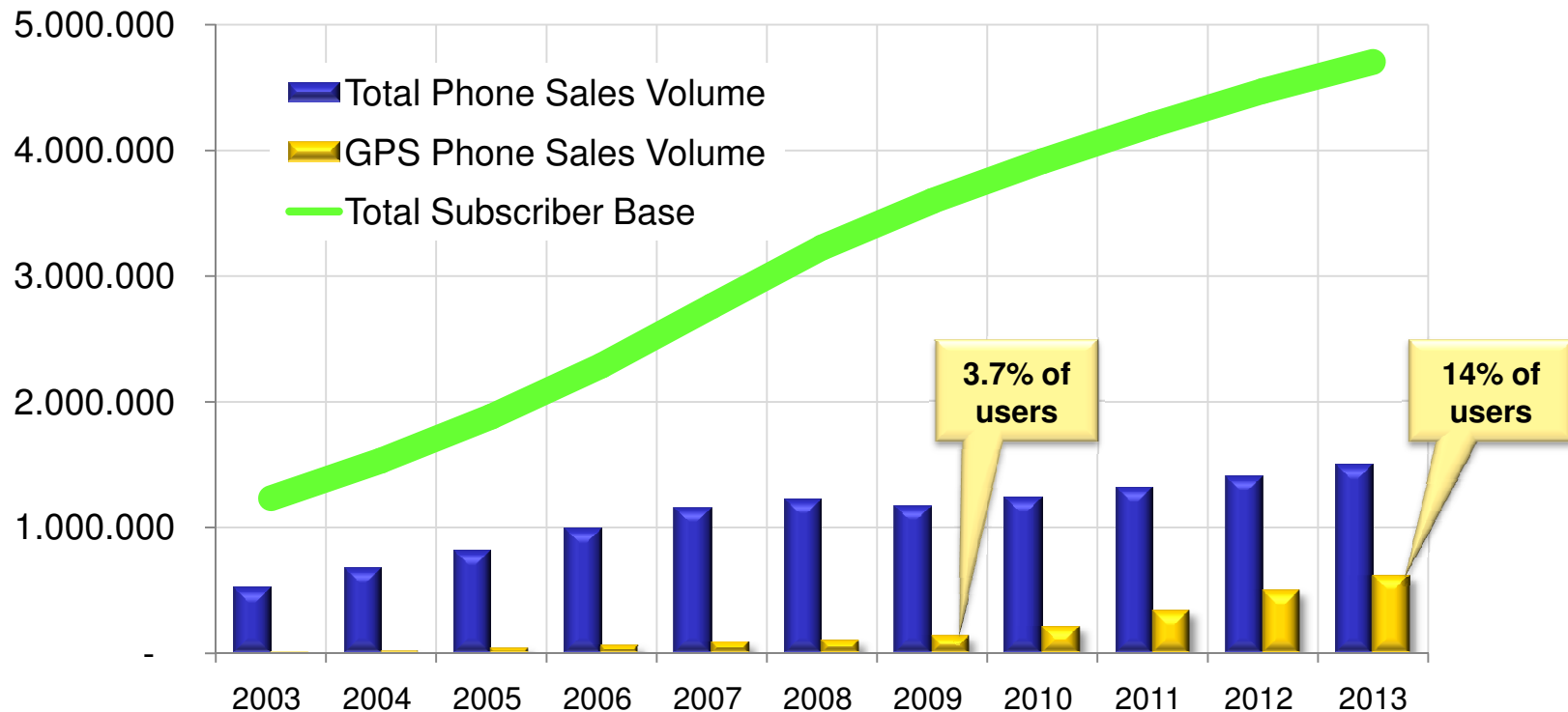
	Cell ID & Triangulation	A-GPS phones	A-GPS SIM
Accuracy	100m – 20km	5-50m	5-50m
Speed	1-2 s	10-60s	10-60s
E112/E911 compliant	No	Yes / No (3G mainly)	Yes
Works outdoors / indoors	Yes Yes	Yes Maybe / Cell ID	Yes Maybe / Cell ID
Privacy & security	Good	Poor	Very Good

**Network and handset based methods
are complementary, not competing!**

What is the solution?

New GPS phones to everyone?

GPS Phones could be great for E112, but only for a few?



BENCHMARK

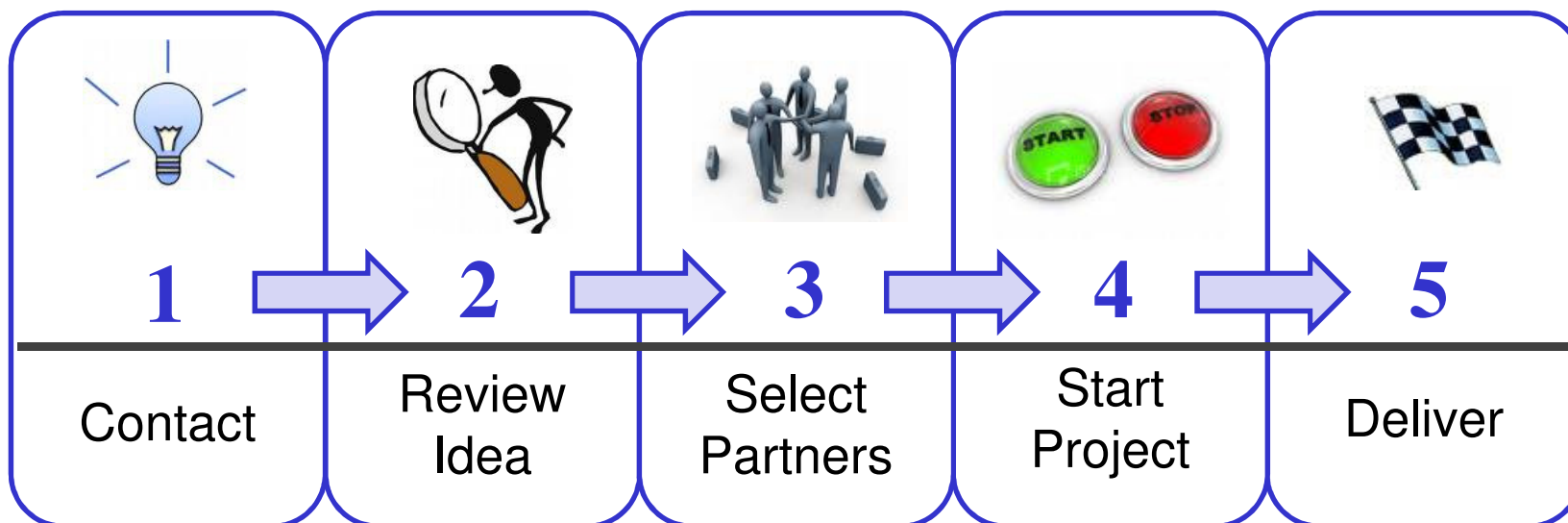
AGPS-SIM – Unique Features

- AGPS SIM is originally designed for emergency call location.
- It will start GPS automatically when a user is calling 112 and send immediately a location estimate followed by accurate GPS positioning result.
- PSAP system can request the location of an AGPS SIM equipped phone using a service based on secured SMS.
- User can decide to add additional health related information, like illness or medication, stored securely in SIM card memory can be transmitted to PSAP together with the location info.

AGPS-SIM Benefits Public Safety Answering Point

- **Minimal investments** in infrastructure.
- **Effective and efficient use of resources** due to accurate and rapid location fix.
- **Enhanced location information**, like altitude and speed, can enable better judgement of the actual place of the incident.
- The privacy of this location information is protected using SIM cards **strong security mechanism**, preventing unauthorised access or 'spying'.

INVITATION to join E-112 Project based on A-GPS SIM



BlueSky Positioning



CONTACT

E-112 project / for any questions:

Mr. Velipekka KUOPPALA

veli@blueskypositioning.com

+33 6 60 56 95 21

www.blueskypositioning.com

All Rights Reserved