

Location Based Services Spending in 2007 Nearly \$1.5 Billion, Says Insight Research

BOONTON, N.J. – July 12 (SEND2PRESS NEWSWIRE) – The worldwide market for location-based telecommunication services is expected to reach nearly \$1.5 billion in 2007 as an ever increasing number of cellular and other wireless carriers provide customized services based upon a location-awareness of their end-users. According to a new market research study from The Insight Research Corporation, location-based telecommunication services are most popular in Asian countries, where they provide wireless subscribers with tailored information based upon their current physical location.



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Insight Research's market analysis study, entitled "Location Based Services Market 2007-2011," notes that location-based services are part of a worldwide push by carriers to create new IP-enabled services for consumers and business users.

The study notes that consumers of mobile telecommunications services are adopting location based services along with other IP-enabled services such as video telephony, fixed-mobile convergence, file sharing, streaming, and presence based services.

"In the early 1990's the use of global positioning systems with wireless telecommunications was restricted to military applications," says Robert Rosenberg, Insight Research.

"Now the application is commonplace, with mothers using the technology to keep track of their children, or students using the service to learn the street address of the closest automated teller machine to their current location," Rosenberg concluded.

An excerpt, table of contents and ordering information for "Location Based Services Market 2007-2011" market analysis study are available online at insight-corp.com/reports/ipappslbs.asp

This 49-page report is available immediately for \$795 (hard copy). Electronic (PDF) reports can also be ordered online. Please visit our website, or call 973-541-9600 for details.

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