

Location Based Services Spending in 2008 Tops \$1.6 Billion, Says Insight Research Corp.

BOONTON, N.J., Nov. 11 (SEND2PRESS NEWSWIRE) – The worldwide market for location-based telecommunication services is expected to exceed \$1.6 billion in 2008 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 (insight-corp.com), location-based telecommunication services are most popular in European and Mid-East 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, 2008-2013," 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 presence based services, video telephony, fixed-mobile convergence, file sharing, and streaming services.

"In the early 1990s 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 applications that range from automobile navigation systems to mothers using the technology to keep track of their children based on cell phone location," Rosenberg concluded.

An excerpt, table of contents and ordering information for the "Location Based Services Market, 2008-2013" study are available online at: www.insight-corp.com/reports/lbs08.asp.

This 124-page report is available immediately for \$2,195 (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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