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Alcatel to offer location-based ads

CTIA SMARTBRIEF | 05/21/2009

Alcatel-Lucent is leveraging its mobile-networking infrastructure to help create a way for advertisers to target mobile users with ads based on their location. Alcatel's offering will be operated by 1020 Placecast, an ad-technology firm that specializes in geo-location. Advertisers will be able to request that ads, coupons and special offers be made available to opt-in mobile users within a certain geographical area, and Alcatel's network will be able to sniff out such users for targeting. [Wall Street Journal, The \(05/21\)](#)

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Alcatel to control Reliance joint venture in India

TUESDAY, MAY 13, 2008

Quattro iPhone ad network offers location, location, location

WEDNESDAY, SEPTEMBER 10, 2008

Alcatel gains wireless contracts in China, Vietnam

TUESDAY, MARCH 24, 2009

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Alcatel Gets Into Mobile Ads

WALL STREET JOURNAL, THE | WEDNESDAY, MAY 20, 2009

Brands Love Mobile Apps So Much So That Clutter Is Becoming An Issue

MOCONEWS.NET | TUESDAY, JANUARY 6, 2009

New Garmin-Asus smartphones to take many OSs

INFOFORUM | WEDNESDAY, FEBRUARY 4, 2009

MediaPost Publications Rubicon Projects Lands \$13 Million In Funding 04/13/2009

MEDIAPOST COMMUNICATIONS | MONDAY, APRIL 13, 2009

Garmin, Taiwan company jointly develop mobile phones

AMERICAN CITY BUSINESS JOURNALS | WEDNESDAY, FEBRUARY 4, 2009

Nokia launches cutting edge mobile phones

FINANCIAL EXPRESS (INDIA), THE | TUESDAY, APRIL 28, 2009

Vodafone s Wayfinder Purchase Maps Out a Future For Mobile Applications

MOCONEWS.NET | WEDNESDAY, JANUARY 28, 2009

Ten on Top | Greatest Wireless Influence

WIRELESS REVIEW (CHICAGO) | TUESDAY, JANUARY 13, 2009

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