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## Alcatel-Lucent partners with 1020 Placecast for location-based SMS Ads

Alcatel-Lucent and 1020 Placecast, a location-based advertising network, today announced they will jointly provide wireless operators and brands with an opt-in, location-based SMS and MMS advertising platform.



This service is a combination of the Placecast location-aware ad engine and Alcatel-Lucent's Geographic Messaging Services Platform (GMSP). Provided as a hosted service at Alcatel-Lucent's Naperville, IL facility, GMSP is push-messaging (geofencing) system that delivers messages based on geographic targeting. Content is only sent once a user has entered the target zone - or geofence perimeter. Subscribers opt-in to the types of content and alerts they want to receive.

Through this joint offering, mobile service providers will be able, for example, to offer consumers an opt-in service where they will receive a mobile message offering a discount at a consumer's favorite retailer around the corner on their way to work. The message could include the store address, phone number, proximity to the customer, and other brand and

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