

- [Home](#)
- [About](#)
- [Contact](#)
- [Advertise](#)
- [Events](#)
- [Terms & Conditions](#)
- [RSS](#)
- [Subscribe](#)
- [Newsletter](#)



WE'RE HERE **FOR YOU.**

**CHASE**   
California's new bank.

Over 700 branches  
and 2000 ATMs  
**in California.**  
[Find a location](#)

- [Car navigation](#)
- [Sport and Outdoor](#)
- [Location Based Services](#)
- [Hardware & Technology](#)
- [Market Data](#)
- [Finance](#)
- [People and Jobs](#)
- [Voices of the industry](#)
- [Search](#)

Advanced search

Login

Password

[Lost password ?](#)  
[Sign up](#)

[Home](#) > [Location Based Services](#)

## 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

### IN THE NEWS

- [Nokia opens up Ovi Maps APIs](#)
- [Alcatel-Lucent partners with 1020 Placecast for location-based SMS Ads](#)
- [Skyhook brings location to MapQuest, Flickr and Weatherbug websites](#)
- [Tele Atlas ships 40 European cities in photorealistic 3D](#)
- [Lowrance to enter European outdoor GPS market](#)
- [Motorola deploys location infrastructure for NTT DOCOMO](#)
- [TCS acquires LocationLogic for \\$25M](#)
- [Openwave targets operators in emerging markets with location appliance](#)
- [TomTom launch €220 connected PND in Europe](#)

**Subscribe  
HERE**

**Sms Services**

Add Text  
Message  
Marketing To Your  
Mix. Hurry, 15-  
Day Free Trial  
www.messagebuzz.com

**GPS Tracking Software**

Compare Prices,  
Features & Save  
Visit Now for Free  
Price Quotes!  
GPS.BuyerZone.com

**GPS AVL Vehicle Tracking**

Cellular or Two-  
way Radio Based  
GPS Tracking,  
Mobile Data, Web,  
or GIS  
www.loctech.com

**Mobile Location Solutions**

Cell-Id or GPS  
based Check out  
case studies  
www.CreativitySoftware.r



Get FREE reports  
on Location Based  
Social Networks  
business models

carrier developed content.

Thursday 21st May 2009  
Ludovic Privat



Home page send to a friend print

**New comment:**

Name \* :

Email (not shown) \* :

Website :

Comment \* :

Notify me of follow-up comments by email

Suggest

Car navigation | Sport and Outdoor | Location Based Services | Hardware & Technology |  
Market Data | Finance | People and Jobs | Voices of the industry

**FREE register now!**

Premium content  
Exclusive interviews  
Exclusive news  
Market data  
Archives

EUR 99/Year

