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4. Alca-Lu teams with 1020 Placecast for mobile ads

By Jason Ankeny

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Vendor giant Alcatel-Lucent announced an agreement with location-based advertising solutions provider 1020 Placecast to jointly provide mobile service providers and brands with a new location-specific service promising relevant messaging and advertising to opt-in subscribers. The Alca-Lu-hosted, end-to-end service leverages the 1020 Placecast ad engine to combine location data with relevant messages, promising brands and advertising agencies scalable, proximity-based marketing campaigns delivered in both SMS and MMS formats. Alcatel-Lucent's Geographic Messaging Services Platform push-messaging solution tracks subscribers' locations on behalf of the operator, transmitting mobile content to the subscriber when and where it's deemed appropriate according to the user's present whereabouts and the scope of the advertising campaign. According to Alcatel-Lucent, the service can support millions of subscribers.

1020 Placecast is the developer behind the Placecast Media online advertising solution. Its current partners include navigation solutions provider Navteq--current advertisers include Microsoft Windows Mobile, FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels.

For more on the Alca-Lu/1020 Placecast partnership:
- read this [release](#)

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5. TI claims savings from shift away from baseband chips

By Phil Goldstein

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Texas Instruments said its decision to shift from making baseband chips for mobile phones and instead focus on its OMAP application process business has paid off; the company's chief executive said TI is on track to save \$700 million annually by the third quarter, of which \$200 million is due to its baseband exit.