

[Newsletters](#) |
[Welcome, Guest](#)
[Log In](#) | [Register](#)

News: **Mobile Technology**

[< Previous](#) | [Next >](#)

Subscribe



Sign up now and get the best business technology insights direct to your inbox.

- Daily Edge
- Business Tools & Templates
- Aligning IT & Business Goals
- Maximizing IT Investments

Enter E-mail Address

SUBSCRIBE

Most Popular Posts

- Reserve Your Pre Now, but It'll Cost You
- Skype for BlackBerry in Closed Beta
- AT&T Confirms Consideration of Lower iPhone Data Plans
- GPS System in Danger of Failure
- Vodafone Australia Conjures up HTC Magic Pre-Registration Site

Recent Posts

- AT&T Launching Android Smartphone in August
- Palm Pre Supports Multiple Exchange Accounts
- O2 Rumored to be Exclusive UK Provider of Palm Pre
- HTC to Launch Android Phones in China Next Month
- Nokia Launches Ovi Store
- Sony Ericsson Working on Android 2.0 Smartphone
- Palm Pre to Be in Short Supply at Best Buy
- AT&T Confirms Consideration of Lower iPhone Data Plans
- Reserve Your Pre Now, but It'll Cost You
- Alcatel-Lucent, Placecast Jointly Provide Location-Based Ads

0

Alcatel-Lucent, Placecast Jointly Provide Location-Based Ads

Posted by [Ainsley Jones](#) May 21, 2009 11:54:09 AM

Alcatel-Lucent and 1020 Placecast are teaming up to offer carriers location-based advertising. The joint development pairs Alcatel-Lucent's geofencing technology with 1020 Placecast's location-targeting capabilities, reports [The Washington Post](#).

The platform will give users an element of control, according to [Telephony Online](#). Customers can opt into the service, which will allow user-selected brands to send location-aware alerts via text message. In addition, users will have the ability to set parameters for the ads they receive.

Sphere: [Related Content](#)

[SHARE](#)

[Print](#)

[0 Comments](#)

[Permalink](#)

Related Content

Topic: Alcatel-Lucent

- [Optimizing the WAN for a Better Cloud](#)
- [Dress Rehearsal: Testing and Maintenance](#)
- [Alcatel-Lucent, Placecast Jointly Provide Location-Based Ads](#)

Topic: Business Development

- [Are Business Incubators Resurging as a Result of the Recession?](#)
- [Investment in User-Group Events Sees No Downturn](#)
- [Managing the Move to Open Source: How To Achieve Multi-Platform Data Protection](#)

[Add a comment](#) Leave a comment on this blog post.

There are no comments on this post

Premium Tools



IT Manager Development Library

Learn all the basics of IT Management: budgeting, staff motivation, business planning and more with this unique eBook bundle.

[Learn more >](#)



All About Reducing Your IT Costs

Looking to cut costs? Use this research-driven Excel tool to pinpoint which IT cost reduction measures best fit your needs.

[Learn more >](#)

By date:

- [May 2009](#)
- [April 2009](#)
- [March 2009](#)
- [February 2009](#)
- [January 2009](#)
- [December 2008](#)
- [November 2008](#)
- [October 2008](#)
- [September 2008](#)
- [August 2008](#)
- [July 2008](#)
- [June 2008](#)
- [May 2008](#)
- [April 2008](#)
- [March 2008](#)
- [February 2008](#)
- [January 2008](#)
- [December 2007](#)

Related Content

Topic: [Location-Based Services](#)

Location-based services send geographically-customized data to handhelds

Blog: [EFF Raises Privacy Concerns with Google Latitude](#)

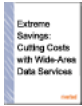
Article: [Fuzzy Definition Doesn't Stop UC Growth](#)

News: [Alcatel-Lucent, Placecast Jointly Provide Location-Based Ads](#)

Related Topics

- [Advertising and Marketing](#)
- [Alcatel-Lucent](#)
- [Business Development](#)

Featured White Papers



Extreme Savings: Cutting Costs with WAN Optimization

Download this white paper on cost-savings through WAN optimization and discover how businesses of all different sizes have realized a return on investment in just a few months through significant hard cost savings in areas such as bandwidth reduction and IT consolidation.



Technology Investment and Growth Patterns: The Conditions and Trends Making Way for Mid-Market Success

This white paper analyzes a powerful partnership between HP and Oracle and outlines how businesses looking to improve business processes can get enterprise-level products and services despite common midmarket budgets and constraints.

Resource Centers**Risk Management**

The policies and strategies to reduce or eliminate security risks to your organization's success.

[Featured Whitepapers](#)

**CRM**

Technology that allows you to sell more, provide better service and significantly improve your bottom line.

[Featured Whitepapers](#)

**Application Security**

Protect company data and employee productivity with industry best practices and effective security tools.

[Featured Whitepapers](#)

**Web Application Security**

Up-to-date products, technology tips, and industry insights for keeping your Web applications and your network safe from security threats.

[Featured Whitepapers](#)

[Ads by Google](#)

[IT Guide to Unified Comm.](#)

76 page Complete Handbook on Enterprise Unified Communications.

ShoreTel.com/Understand-UC

[Home](#) [Topics](#) [Resource Centers](#) [Blogs](#) [News](#) [Knowledge Network](#) [White Papers](#) [Premium Tools](#)
[Partners](#) [Site FAQ](#) [About IT Business Edge](#) [Advertise](#) [Contact Us](#) [Press](#) [Privacy](#) [Terms and Conditions](#) [More From the Web](#) [Site Map](#)

Copyright © 2009 NarrowCast Group, Inc. All rights reserved.