

Home > Online Media Daily > Friday, May 22, 2009

News Brief

Alcatel-Lucent Unveils Mobile Ad Initiative

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Alcatel-Lucent has begun offering a new mobile ad service that lets wireless operators offer subscribers opt-in messages about a sale at a local store or the nearest location of a favorite retailer.

Teaming with French telecom equipment company Alcatel-Lucent on the new location-based service is 1020 Placecast, which specializes in mobile and online ads linked to a user's location. The San Francisco-based company's clients include FedEx, Hyatt and Avis Rent A Car System.

Consumers indicate what brands they want to receive ads from, and Alcatel-Lucent's technology detects users within proximity of an advertiser's nearest outlet and informs them of the address and phone number. Ads can also include a link to a coupon or other offer.

"Alcatel-Lucent's technology allows us to trigger the delivery of a tailored marketing message to a subscriber who has opted into the service when they enter a specific zone," said Alistair Goodman, CEO of 1020 Placecast, in a statement. "This enables a direct connection from mobile to the physical world." --Mark Walsh

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