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Friday May 22, 2009

## Alcatel Jumps Into Mobile Ad Fray

Categories: Mobile Software

Tags: ads, advertising, cell phones, mobile apps, shopping, text messages



It's always good to watch out for what you click on, but now that's true for mobile devices as well. Alcatel-Lucent is jumping into the mobile advertising well with a service that will let wireless carriers offer custom text alerts about nearby bank ATMs or ongoing store sales, according to the [Wall Street Journal](#).

1020 Placecast, a San Francisco-based developer of cellphone and online ads tied to a user's location, is managing the program for Alcatel, according to the report, and already works with Hyatt, FedEx and Avis Rent A Car System as clients.

The idea is that a user opts in, and then whenever they're in close proximity to a store or other relevant outlet, the person's GPS-enabled cell phone will light up with an alert having something to do with that store—offering another sales opportunity that goes hand in hand with mobile coupons (such as those from Cellfire, pictured) and general text-based mailing lists.

As is true with many location-aware services, the technology is cool, but exactly how much advertising do you want pushed to you at all times? As the report said, it's possible that this market is running well ahead of consumer demand. (Then again, I'm addicted to coffee; it would be helpful to know where there is some nearby, particularly for those sleepy "emergencies.")

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