



TMC Launches New Sites :: [NGC](#) | [4G Wireless Evolution](#) | [Green Tech](#) | [IT](#) | [IVR](#) | [ITEXPO SHOW NEWS](#) | [Cable Show News](#) | [Healthcare](#) | [Interop News](#) | [AVAYA News](#)

Global Online Communities - Publications Industries International

Type here to Search TMCnet **GO**

Asterisk CaaS Call Center Software VoIP Phone Systems Contact Center Solutions Fixed Mobile Convergence HD Voice IVR
Colocation IP Communications IP PBX Call Recording Next Generation Communications Dark Fiber SIP Trunking Outbound Call Center
IT Cost Reduction Small Business VoIP Telecom Expense Management VoIP Services Communication Solutions What is a GOC?

TMCnet Home
Blogs
Videos
FREE eNewsletter
LOGIN

TMCNET HOME

Important ↓ Events ↓ Publications ↓ Forums ↓ Free Resources ↓ International ↓ Your News ↓ Industries ↓

Connect

SHARE **EMAIL** **PRINT** **BOOKMARK** **RSS/XML** **DIGG THIS** **FACEBOOK**

- INDUSTRIES**
- VERTICALS**
- PUBLICATIONS**
- FREE RESOURCES**
- INTERNATIONAL**
- EVENTS**
- ABOUT TMC**
- COMMUNITIES**

TMCnet CHANNELS

- #1 VoIP Enabler: Risk-free, Quick & Easy Deployment**
- 3G, VoIP & IPTV Performance Management**
- Advanced Carrier Services**
- All-in-one IPPBX**
- Appliance Deployment**
- ATCA**
- Auto Dialer**
- Billing**
- BPA (3rd Party Remote Call Monitoring)**
- Broadband Telephony**
- Business Phone Systems**
- Business VoIP**
- Call Center**
- Call Center Certification**
- Call Center Digital Signage**
- Call Center Furniture**
- Call Center Hiring**
- Call Center Management**
- Call Center On Demand**
- Call Center Outsourcing**
- Call Center Scheduling**
- Call Center Software**
- Call Center Solutions**
- Call Center Training**
- Call Center Workforce Management**



BLACKBERRY® MOBILE VOICE SYSTEM

FMC COMMUNITY ENEWSLETTER | DAILY NEWS ALERTS ON FMC

BLACKBERRY® ENTERPRISE SERVER

REQUEST MORE INFORMATION ON FMC

Fixed Mobile Convergence

Global Online Community

» More **Mobile Communications** Feature Articles

Mobile Communications Featured Article

May 21, 2009

Alcatel-Lucent Targets Customers with Location-Based Mobile Ads



By **Amy Tierney**, TMCnet Web Editor

Imagine walking down the street when your mobile phone rings alerting you to a discount at your favorite store. That technology is coming, thanks to a new location-based messaging and advertising service from [Alcatel-Lucent](#) that will let carriers offer customized alerts to subscribers.

The technology identifies cell phone users within a specified distance of an advertiser's closet location and notifies them of the address and phone number, the company said in an [announcement](#) today. In addition, the ad can also include a link to a coupon, or other promotion.

Alcatel-Lucent (News - Alert), a French telecommunications equipment maker, has teamed up with 1020 Placecast, a location-based advertising services provider on the venture Placecast will work with brand marketers to create campaigns. The company reportedly is in discussions with carriers to start testing mobile ads this summer.

While mobile ads are nothing new, Alcatel-Lucent's service offers a unique feature: an opt-in service. While other competitors' services send out mobiles ads to all subscribers, Alcatel Lucent's will send ads out to only those customers who sign up for the service. Consumers can control the number of ads they want and specify which companies can send them, the company said.

"One of the key benefits of mobile marketing is the precise location targeting inherent in mobile devices and communication networks," said Michael Boland, program director, mobile local media, for The Kelsey Group, a leading provider of local advertising research, analysis, data and competitive metrics. "Pulling together Alcatel-Lucent's location service with Placecast's location-based ad serving engine should create a greater ability to deliver more relevant ads that perform better."

The mobile ad initiative could be part of Alcatel-Lucent's [strategic plan](#), which CEO Ben Verwaayen (News - Alert) unveiled at a press conference last December. During the event, Verwaayen identified mobile as one of the core areas it planned to make investments in the near future.

The new service comes at a time when revenue is dipping for phone equipment makers. Wireless carriers, however, will try to benefit from the deal by taking a cut of

Watch a Demo of FMC in action with BlackBerry MVS »

FMC Resources

Mobile Social Networking: The New Ecosystem
 Social networking and the next generation of handheld devices will improve business decision-making through efficient, unified communications and location awareness.

The Promise of Mobile Unified Communications
 An exclusive *Computerworld* online survey offers insight into how companies can develop cost-effective strategies for implementing or improving mobile applications and foster an efficient workplace.

Who Needs a Desk Phone?
 By **Cliff Edwards**
 BusinessWeek

FMC White Papers

BlackBerry Enterprise Server IT Policy and Administration

BlackBerry Wireless Enterprise Activation

Security for BlackBerry Devices with Bluetooth® Wireless Technology

BlackBerry Enterprise Solution and RSA SecurID®

Fraunhofer SIT Analysis of BlackBerry Bluetooth Security

BlackBerry Enterprise Solution and RSA SecurID

FMC Press Releases

Sprint Extends its Fixed Mobile Convergence Capability for Businesses

BlackBerry MVS Server for Cisco Unified Communications Manager Unifies and Controls Corporate Voice Services on BlackBerry Smartphones

Verizon Fixed Mobile Convergence Solutions Help Improve Business Efficiencies for a Mobile Workforce

- [Call Monitoring](#)
- [Call Recording](#)
- [Conference Call](#)
- [Conferencing](#)
- [Contact Center Software](#)
- [CRM Software](#)
- [CRM Solutions](#)
- [Dialer](#)
- [DID/DDI](#)
- [e911](#)
- [Ethernet Extender](#)
- [Fax](#)
- [Fax Over IP](#)
- [HD Conference](#)
- [Headsets](#)
- [Hosted Call Center](#)
- [Hosted Contact Center](#)
- [Hosted PBX](#)
- [Integrated Communications](#)
- [IP Fax](#)
- [IP Phone System](#)
- [IP Phones](#)
- [IVR](#)
- [Lead Management Software](#)
- [Master Agent](#)
- [Mobile Management](#)
- [Mobile Unified Communications](#)
- [Mobile Video](#)
- [NEBS](#)
- [Open Source CRM](#)
- [Phone Systems](#)
- [Predictive Dialer](#)
- [SIP](#)
- [Speech Recognition and Text to Speech](#)
- [Telecom Expense Management](#)
- [Telecom Training](#)
- [Telemarketing Software](#)
- [Virtual Call Center](#)
- [Virtual Office](#)
- [Virtual PBX](#)
- [Voice Broadcast](#)
- [Voice Management](#)
- [Voice Over IP](#)
- [Voice Peering](#)
- [Voicemail Replacement](#)
- [VoIP Contact Center](#)
- [VoIP Developer](#)
- [VoIP Gateways](#)
- [VoIP Monitoring](#)
- [VoIP Robustness Testing](#)
- [VoIP Test Solutions](#)
- [VoIPSwitch](#)

the services, the Wall Street Journal [reports](#).

The potential of mobile ads is big for [marketers](#). As traditional advertising vehicles such as print and TV continue to decline, mobile devices will serve as a more effective ad medium in the near future. Yet, there are barriers companies need to overcome. One 2008 [survey](#) found that consumers aren't as familiar with the marketing platform. Others find the practice annoying and complain that the ads are interruptive.

What's the solution? Companies need to find a way to pitch their products in ways that consumers find relevant and in ways that won't cause distraction. For the most part, consumers are open to receiving mobile ads, as long they get a discount off their monthly service bill. According to a [survey](#) last fall by Transverse, more than half of respondents said they would look at ads on their phones if they received a 25 percent to 50 percent discount on their bill.

"This offering enables carriers, and the brands they support, to create a highly-relevant and personalized experience for mobile users while also delivering immediate return on investment," said Gani Nayak, president of Alcatel's Rich Communications business, in a statement.

U.S. advertisers will spend \$229 million on mobile ads in 2009, up 26% from \$169 million last year, Appscout [reports](#). Meanwhile, the mobile ad business in Europe is far larger than in the U.S. As TMC ([News - Alert](#)) [reported](#), more Europeans receive targeted ads for consumer goods, including food, travel, and fashion compared to mobile products and services.

Edited by [Amy Tierney](#)

[» More Mobile Communications Feature Articles](#)

[Verizon Enhances Enterprise Mobility With New Software-Based PBX Mobile Extension](#)

[Sprint and Ascendent Systems Aid Lee County Sheriff's Office with Fixed Mobile Convergence Solution for Faster Community Response](#)

[Lahey Clinic Chooses Ascendent Systems to Improve Communications and Response Times Across Campuses](#)

[view all](#)

FMC Convergence Showcase

BlackBerry® Mobile Voice System (BlackBerry MVS)



converges office desk phones and BlackBerry® smartphones, allowing users to access standard enterprise voice features whether at their desks or on the go*. BlackBerry MVS encompasses BlackBerry® MVS Client software for BlackBerry smartphones, BlackBerry MVS Services of BlackBerry® Enterprise Server, and the Ascendent Voice Mobility Suite.

With BlackBerry MVS, BlackBerry smartphone users can access enterprise desk phone options directly from the menu interface of the BlackBerry phone application, while at the same time securely authenticating to the organization's enterprise telephony system (PBX). BlackBerry MVS also gives IT administrators the control to set voice policies on the BlackBerry smartphone, so that inbound and outbound calls use the enterprise line. This allows for all mobile calls to be logged or recorded for compliance with regulatory or corporate standards. [READ MORE »](#)

[Web Conferencing](#)[Web Meeting](#)[Wholesale VoIP](#)[Wireless Expense Management](#)[Wireless Management](#)[Workforce Management](#)[Workforce Optimization](#)

The World's Largest Communications And Technology Community

Technology Marketing Corporation,

One Technology Plaza, Norwalk, CT 06854 USA

Ph: 800-243-6002, 203-852-6800; Fx: 203-866-3326

General comments: tmc@tmcnet.com. Comments about this site:webmaster@tmcnet.com.[» About](#) [» Contact](#) [» Advertise](#)Technology Marketing Corp. 1997-2009 Copyright . [Privacy Policy](#)[Sitemap](#)

- » CHANNELS
- » COMMUNITIES
- » INDUSTRIES
- » VERTICALS
- » TMCNET SERVICES
- » FREE ENEWSLETTERS
- » NEWS ALERTS

- » PUBLICATIONS
- » CIS MAGAZINE
- » IT MAGAZINE
- » IMS MAGAZINE
- » UC MAGAZINE
- » NGN MAGAZINE
- » TMC LABS

- » WHITE PAPER LIBRARY
- » VIDEOS
- » PODCAST
- » WEBINARS
- » EVENTS
- » FORUMS
- » CONTRIBUTORS