



Media5fone

Mobile SIP VoIP Softclient Application

**NOTICE**  
Please Excuse Our  
Appearance. We  
Are Remodeling

Home

Editor's Pick

Satellite News

Podcasts

Videos

POWERED BY  
Google

Search Satellite Spotlight



SATELLITE SPOTLIGHT: [GPS](#) | [Broadcast Modulator](#) | [Military Satellite Communications](#) | [Aeronautical Communications](#) | [Emergency Response](#) |



<b>SATELLITE COMMUNITIES</b>
Aeronautical Communications
<b>SATELLITE CHANNELS</b>
Broadcast Modulator
Emergency Response
GPS
Maritime Communications
Military Satellite Communications
Portable Satellite Antenna
Satellite TV

[Email to a friend](#) [Print](#) [Save](#) [SHARE](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

### Satellite Technology Feature Article

April 01, 2010

## Placecast opens up its Match API for Free to the Location-Based Ecosyste



By [Raju Shanbhag](#), TMCnet Contributor

Allowing the location content providers and location-based application developers to identify a location in various ways, [Placecast](#) has [announced](#) that they are opening up their Match API for free to the location-based ecosystem. With this, the users can now get rid of time consuming and complex problem of correcting location data, claims Placecast.

The Placecast Match API first disambiguates addresses - identifying all of the different ways to express the address of a location, and verifying that those different expressions refer to the same place. Then, it maps all the relevant IDs from different content providers to that same place.

Allowing LBS companies to focus on improving their services and attracting marketing spend, Placecast's Match API is aimed at resolving the time consuming and complex problem of correcting location data that creates little inherent value. Already, location-based companies such as WCities, Socialight, Urban Mapping, and Buzzd have expressed interest in this solution, says the company.

"Retailers in the U.S. today spend \$23 billion a year to drive traffic into their stores, and we believe that 10 percent of this budget belongs in mobile in the next two years. Placecast solved this location referencing problem and is pleased to make it available for free to other companies working on generating revenue from location-based services," says Alistair Goodman, CEO at Placecast.

According to Placecast, these new services can use Placecast's Match API to translate between different reference systems and correctly identify a location, regardless of the ID system. Also, the first building block to generating revenue from location-based advertising is to allow everyone in the location-based ecosystem to seamlessly identify places on the planet, claims Placecast.

In February 2010, the company [introduced](#) ShopAlerts, a new way to bring customers closer to the brands they love. ShopAlerts delivers location-triggered mobile messages when shoppers enter geo-fences that can be created around virtually any area. The service, previously tested in trials, has already demonstrated promising results for retail marketers across the United States. Placecast's ShopAlerts service is a retailer marketing solution.

*Raju Shanbhag is a contributing editor for TMCnet. To read more of Raju's articles, please visit his [columnist page](#).*

Edited by [Alice Straight](#)

[More on Satellite Technology](#)

#### FREE SATELLITE NEWSLETTER

Subscribe to our free weekly Satellite Spotlight eNewsletter!

Get the **latest expert news, reviews & resources.** Tailored specifically for Satellite Technology and Communications.

**SIGN UP**

#### SATELLITE TECHNOLOGY PODCASTS

[Dr. Leslie Klein, C-COM President and CEO \(Interview\)](#)

[View More »](#)

#### SATELLITE TECHNOLOGY FEATURES

[C-COM Gains New Orders from Asia Pacific](#)

[Carlson and TAG Unveil Commander Machine Control PC](#)

[GCL Solar Limited Places 150MW Order with Satcon](#)

[DDS eFleet Inks \\$800,000 Deal](#)

[Platinum Status for Mid-America Wireless as it reaches Broadband Milestone](#)

[TAM Executive Aviation Selects Blue Sky Network's Flight Tracking Technology](#)

[CPI Receives \\$3.8 Million to Support US Navy's Communications Program](#)

[Global Crossing Launches Satellite Network in Brazil Powered by iDirect Platform](#)

[Celebrating the 50th Anniversary of the First Weather Satellite](#)

[Satellite Set-Top-Box Market on the Move: Report](#)

Try the  
Service  
Cloud  
and get

Salesforce.com's  
Service Cloud  
for Dummies  
**FREE**

**FREE trial & book**

salesforce





Technology Marketing Corporation,  
800 Connecticut Ave. 1st Floor East,  
Norwalk, CT 06854 USA  
Ph: 800-243-6002, 203-852-6800;  
Fx: 203-853-2845  
[Contact us](#)  
Technology Marketing Corp. 1997-2010  
Copyright.

**Satellite Resources**

- Media Kit
- eNewsletter
- RSS
- Twitter
- Facebook
- Editor's Pick
- Satellite News
- Podcasts
- Videos
- Awards

**Satellite Communities**

- Aeronautical Communications

**Satellite Channels**

- Broadcast Modulator
- Emergency Response
- GPS
- Maritime Communications
- Military Satellite Communications
- Portable Satellite Antenna
- Satellite TV

**Other Industries**

- IP Communications
- Info Tech Spotlight
- 4G Wireless Evolution
- Smart Products
- Smart Grid
- Sports Techy
- M2M Evolution

**Comcast® - Official Site**

Sign Up For XFINITY TV Learn More About Local Offers

[www.Comcast.com/XFINITY](http://www.Comcast.com/XFINITY)

**Telecom Training**

Wireless-to-wireline 2 & 3-day short courses from UW-Madison

[epdweb.engr.wisc.edu](http://epdweb.engr.wisc.edu)

**BlackBerry® Enterprise**

Get Your Free Download Of BlackBerry Enterprise Server Today.

[www.BlackBerry.com](http://www.BlackBerry.com)

**Order Cable TV**

Cable For \$39.95/mo. Guaranteed For 12 Months. Free Movies On Demand!

[www.Astound.net](http://www.Astound.net)

Ads by Google