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**Acuity Mobile Partners with AlphaTrek to Provide Advanced Location Targeting for Mobile Marketing Clients; Expands Patent Portfolio**  
April 29, 2008

**Company:** [Acuity Mobile](#)  
**Industry:** Advertising / Marketing / Mkt Research, Location-based Services (LBS), Geographic Data, GPS, Customer Relationship Management, Location Technology, Wi-Fi, Mobile Resource Management  
**Location:** Greenbelt, Maryland, United States of America

Acuity Clients Gain Ability to Geo-Target Mobile Content  
Down to 3-5 Feet Indoors or Out---  
Enhances Spot Relevance

Greenbelt, Md. – April 22, 2008 – Acuity Mobile Inc., a leading provider of mobile marketing solutions, today announced a new partnership with AlphaTrek, a technology firm specializing in real-time location services. Acuity will combine its Embedded Mobile Advertising Platform (EMAP) with AlphaTrek’s superior tracking technology to deliver precision mobile marketing opportunities for its clients with an accuracy range of 3-5 feet.

EMAP is the only mobile marketing solution that delivers Spot Relevance - the ability to target content delivery to the right person, at the right time, in the right location. Currently, Acuity’s EMAP system relies heavily on GPS technology that allows



[LizardTech Express Suite](#) – GeoExpress, Spatial Express and Express Server work together for a complete solution: manipulate and compress images with GeoExpress, store them in Oracle Spatial with Spatial Express, and distribute them using Express Server to quickly get your images into the hands of the decision makers who need them.



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targeted tracking as close as 50 feet. With AlphaTrek's precise targeting technology, this gap will be narrowed considerably.

"With more finite targeting comes greater opportunities to provide relevant offers in settings such as malls, trade shows, and supermarkets," said Acuity President Alan Sultan. "This partnership will help Acuity's clients leverage the most advanced and effective opportunities in mobile marketing."

Tracking accuracy of 3-5 feet can identify a consumer's proximity to a specific retail store rack or display. By combining that level of accuracy with Acuity's user demographics capabilities, mobile marketers can offer coupons for specific products as a shopper walks the aisles of a supermarket; discounts from retailers as consumers move from one section of a store to another; or introductory messages from vendors to visitors walking a trade show floor.

Acuity holds a broad patent portfolio covering the ability to deliver content and advertising to a user based on their location and preferences. With the license of AlphaTrek's WiFi location targeting patents, Acuity expands its ownership of a key piece of the m-commerce ecosystem.

"Acuity Mobile's location-based platform represents the next generation of e-commerce offerings," said Ashok Agrawala, CEO of AlphaTrek. "It was the only application we saw that combined location awareness, database analytic marketing, multiple messaging methods and a compelling user interface."

The inclusion of AlphaTrek technology will expand Acuity's wireless protocol to cover WiFi and Wi-Max networks. With the mobile phone market's increasing focus on producing WiFi-enabled phones such as Apple's iPhone, Sony Ericsson's Xperia, and AT&T's 8100 series, Acuity holds a distinct advantage over other mobile marketers relying only on GPS targeting systems.

**About Acuity Mobile**

Acuity Mobile is a leading provider of mobile marketing content delivery solutions. Acuity Mobile's Embedded Mobile Advertising Platform (EMAP) is a patented technology that enables Spot Relevance™ - the ability to deliver targeted marketing content to the right person, at the right time, in the right location. EMAP technology is used by carriers, advertisers and content owners to

FeatureObjex™, its automated and semi-automated feature extraction tool. FeatureObjex™ is a must for analysts who require speed and accuracy in processing large amounts of imagery. For a free 15 day trial download, go to [www.geospaceinc.com](http://www.geospaceinc.com)



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ensure that relevant content (ads, offers, traffic, weather, etc.) is delivered directly to mobile users based on their interests, time of day and geographic location. The technology behind EMAP was first developed in 2000 and patent protected since 2003. Acuity Mobile harnesses the power of mobility to improve content delivery for marketers and their consumers. For more information, please visit [www.acuitymobile.com](http://www.acuitymobile.com).

#### About AlphaTrek

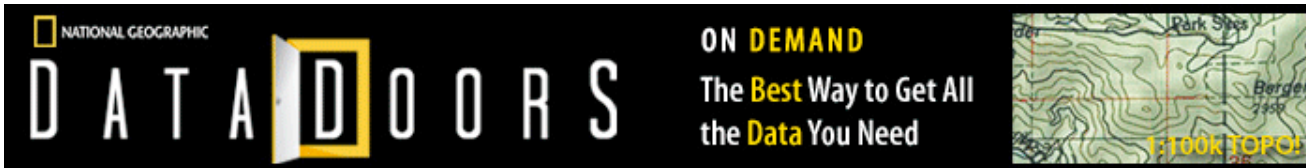
AlphaTrek is a leading provider of location based technology. Established in 1981 AlphaTrek has licensed its technologies to leading government and industrial clients for applications including security, industrial tagging, mobile RTLS and e-commerce. Please visit [www.alphatrek.com](http://www.alphatrek.com) for more information.

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The banner features the National Geographic logo on the left, followed by the text "DATA DOORS" in large, white, sans-serif font. The letter "D" in "DOORS" is stylized with a yellow square outline. To the right of the text, it says "ON DEMAND" in yellow, followed by "The Best Way to Get All the Data You Need" in white. On the far right, there is a small inset image of a topographic map showing contour lines and labels like "Park Shes" and "Berden". Below the map, it says "1:100k TOPO!" in yellow.

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