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Polaris Wireless Deploys Network Optimization Product for Wireless Carrier Market

Network optimization technology using location information allows wireless carriers to proactively manage network performance to enhance consumer satisfaction

SANTA CLARA, Calif. Dec. 17, 2007—Polaris Wireless, the leader in high accuracy, software-based location systems, today announced the availability of its Network Optimization (NetOpt) product for the global wireless carrier market. NetOpt offers the industry's most accurate location-based network monitoring and software analysis tools for wireless networks. The product allows carriers to proactively location tag and analyze actual traffic from UMTS and GSM networks, in order to achieve optimum wireless performance and provide superior accuracy for revenue-generating location-based services (LBS).

The software-based NetOpt product uses geographical location tagged network traffic data to provide information about call density and distribution, coverage holes, dropped calls, handover failures and voice quality. The product provides analysis on root causes of call disruption, such as interference or inappropriate network parameter settings. With this information, carriers are able to proactively and quickly address network issues rather than following the traditional model of dispatching network engineers into the field or relying on customers to notify them, which can be a slow, inefficient and costly process. The graphical displays generated by NetOpt give carriers the ability to efficiently allocate resources to meet customer demand, providing a key competitive advantage and increased revenue opportunity.

"As carriers are increasingly looking for ways to contain costs and increase ARPU with new data services, our NetOpt product provides essential and focused insights into network performance issues, enabling rapid and more accurate decision making. It builds on our deep expertise of providing high accuracy location for E911 using a software only solution," said Manlio Allegra, CEO of Polaris Wireless.

The NetOpt product takes advantage of Polaris Wireless' existing Wireless Location Signatures (WLS™) platform, which currently provides carriers the ability to run a host of applications including E911 (enhanced 911), location-based services (LBS), as well as network optimization. Specifically, the WLS platform provides increased levels of accuracy mandated by the Federal Communications Commission (FCC) for E911 services, which locates 100 percent of calls on 2G and 3G networks, and also enables location-based services, such as ChildFinder, zone-based billing and mobile advertising. For example, the detailed information NetOpt provides about call activity and location enables marketers to deliver more relevant content to mobile phone subscribers. In this way, location-based services can generate higher customer satisfaction and increased revenue through increased data usage.



NetOpt is commercially available and more information can be found by visiting <http://www.polariswireless.com/products2.html#networkopti>

About Polaris Wireless:

Polaris Wireless provides network-based software products for accurately determining the location of mobile phones. We are committed to simplifying and improving the process of locating mobile phones for carriers around the globe by serving as the price/performance leader delivering accurate, reliable and flexible products to support a variety of applications.

In 2003 Polaris succeeded in creating and deploying the first and only software-based location system that meets FCC E911 Phase II requirements. Polaris is backed by California venture capital funds Draper Fisher Jurvetson of Menlo Park, Draper Richards of San Francisco and Centre Palisades Ventures of Los Angeles. For more information about Polaris Wireless and the FCC's wireless E911 Phase II requirements, please visit <http://www.polariswireless.com>.

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Polaris Wireless Location Signatures™ is a registered trademark of Polaris Wireless. Polaris WLS™ is a trademark of Polaris Wireless.