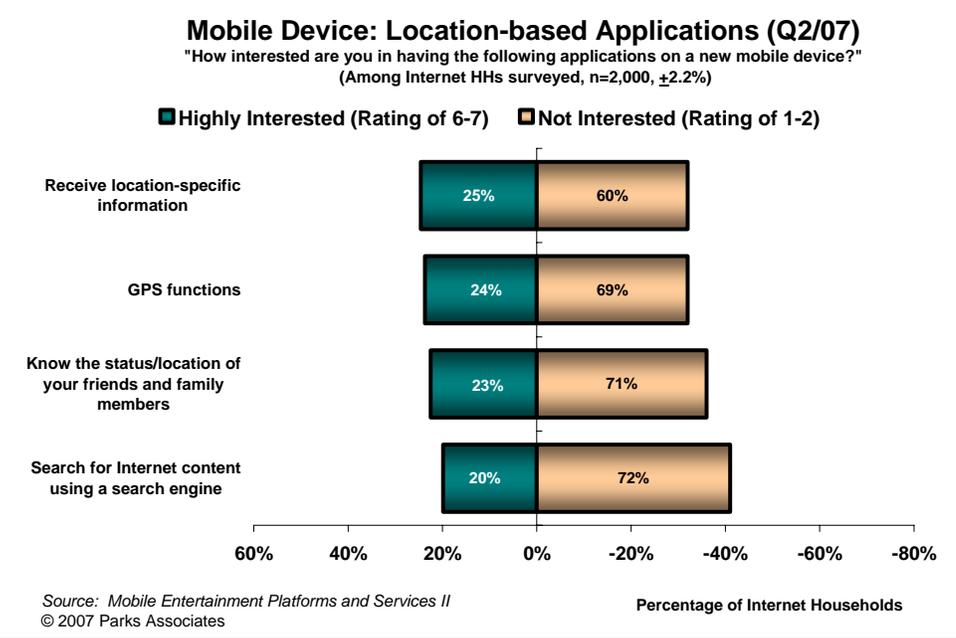


Synopsis

This report analyzes how GPS technology drives innovative, location-based content development and navigation services. Besides highlighting the technology development and market trends for the major portable navigation platforms, this report analyzes the adoption of GPS-enabled value-added content and services among hardware manufacturers, service operators, and consumers.

Consumer Interest In Location-based Services



Publish Date: 2Q 08

"GPS technology is ready to shine," said Harry Wang, Senior Analyst with Parks Associates. "Device makers, application developers, and operators are looking beyond the basic GPS routing function to innovative, location-based content and services. The next few years will see a steady flow of value-added content and services coming to market, and business model development will be the key challenge for vendors to figure out."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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Attributes	
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