



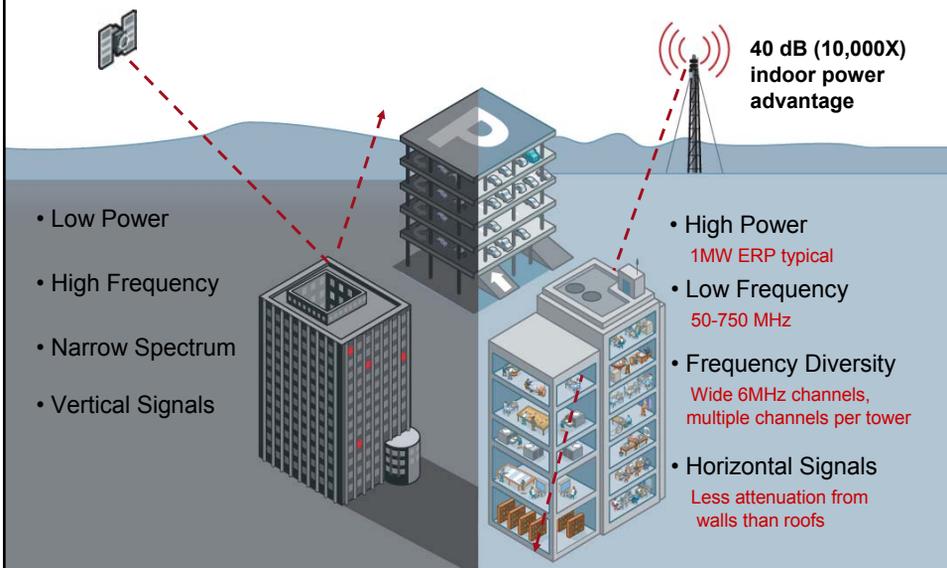
## Who We Are

- Founded by original GPS architects
- First and only company to harness over-the-air broadcast TV for position location
- First to combine TV with GPS signals and other signals of opportunity for positioning
- Provider of robust positioning solutions for public safety and commercial applications



## Why Use Broadcast TV for Positioning?

*TV possesses several advantages vis-à-vis GPS for indoor & urban area positioning*

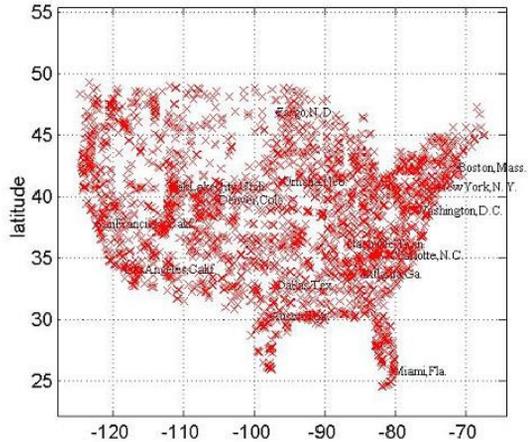




## Terrestrial TV provides a ready-made positioning infrastructure

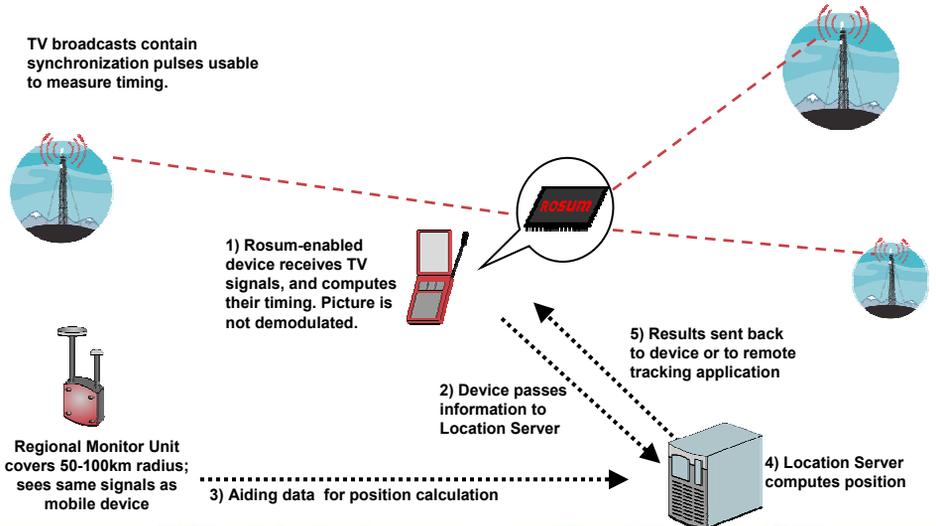
*The terrestrial TV infrastructure is highly correlated with population density and broadband penetration.*

*Transmitter sites for conventional analog and digital TV are shown. New networks such as DVB-H and MediaFLO are now coming online.*



## How TV-based Positioning Works (ATSC/NTSC)

TV broadcasts contain synchronization pulses usable to measure timing.





## TV+GPS Hybrid Positioning

Hybrid positioning provides our customers with the indoor + urban availability of TV and the broad coverage of GPS

