

Location Based Services (LBS) Market in America 2008-2012

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Location Based Services (LBS) provide location specific services to users through GPS or wireless network. LBS provide services such as navigation & mapping of points of interests, weather information, tracking field force etc. These applications leverage the user's physical location to provide the desired information.

Being in the early stage of development, the LBS market in America is undergoing a rapid transformation. The GPS system that is controlled and managed by the US, coupled with the E911 legislation, has been the major drivers for the growth of the American LBS industry. Further, the wireless operators (who were forced to install location determination equipments in their network due to the E911 legislation) are now promoting LBS aggressively.

Navigation and family safety solutions are the major applications that are driving the American LBS market. Besides this, the growing number of application stores and availability of GPS enabled mobile phones are few factors that are contributing towards the growth of this industry.

Technological innovation has led to the improvement of GPS technology; and thus, the accuracy and reliability of GPS systems. Positioning systems are moving towards hybrid location technologies to offer greater accuracy levels. Hybrid solutions combine assisted-GPS with other location positioning technologies to offer more accurate positioning information. Since LBS require accurate positioning information like turn by turn navigation and family safety solutions, the improvement in GPS technology is driving the growth of LBS in America.

Despite the high growth rate, privacy concern and the aging GPS infrastructure are certain issues that need to be resolved to keep the industry in its high growth trajectory.

The report by TechNavio Insights forecasts the size of the Location Based Services (LBS) Market in America over the period 2008-2012. Further, it discusses the key market trends, drivers and challenges of the Location Based Services Market in America and profiles some of the key vendors of this industry.

Table of Content

1. INTRODUCTION

2. LBS IN AMERICA MARKET SIZE & FORECAST

3. AMERICA LBS MARKET TRENDS

4. AMERICA LBS MARKET GROWTH DRIVERS

5. LBS IN AMERICA MARKET CHALLENGES

6. LBS IN AMERICA VENDORS

6.1 AT&T

6.2 Sprint Nextel Corporation
6.3 T-Mobile USA
6.4 Verizon Wireless
Other Reports in this Series

LIST OF EXHIBITS

Exhibit 2.1: LBS in America Market Size and Forecast 2008-2012 (In \$ million)

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