



LocationWise

Integrated Mobile Positioning Platform

LocationWise – provides GMLC and SMLC solutions for the swift and easy deployment of Location Based Services (LBS) in mobile networks.

Fully compliant to GSM / 3GPP standards, MPC and PDE versions are also available for deployment in CDMA-based network infrastructure. The GMLC supports an OMA MLP interface to external location clients.



Robust, scalable and fault tolerant GMLC and SMLC solutions

LocationWise from Creativity Software provides robust, scalable, and fault tolerant GMLC and SMLC solutions, capable of deployment in any network environment and interfacing to external location applications. These solutions are known as “Network Based” or “Control Plane” positioning equipment.





creativity software

Gateway Mobile Location Centre (GMLC) and Mobile Positioning Centre (MPC)

The GMLC provides the ability to locate and deliver the geographic location information of mobile user equipment. Mobile equipment can include handsets for personal mobile location.

Creativity Software's GMLC solution supports the OMA MLP interface to external LCS clients, which allows it to respond to location requests. Location applications can be provided from Creativity Software's advanced range of location applications, or from third parties.

Based on industry-standard SS7 protocol stacks, supporting SIGTRAN interfaces for IP connectivity and TDM transport in legacy environments. Creativity Software's GMLC can interconnect with third party SMLCs, or both can be provided as part of a turnkey solution.

Features:

- » GSM / 3GPP compliant (for GMLC)
- » CDMA / 3GPP2 compliant (for MPC)
- » OMA MLP 3.1 and 3.2 support
- » ITU-T 14 bit MTP / ETSI MAP
- » MAP Any-Time-Interrogation (ATI) support
- » ANSI-41 / TIA-881
- » Full support for SIGTRAN & TDM SS7 types
- » Lg and Lh interface support
- » Dual resilient configuration
- » 'Push' mode for mass real-time tracking
- » Supports several hundred transactions per second.

Serving Mobile Location Centre (SMLC) and Position Determining Entity (PDE)

Creativity Software's SMLC can be provided as a standalone unit, or co-located with the GMLC, depending on the network architecture required.

The key strength of Creativity Software's solution is our proven integration with equipment of Tier 1 vendors, such as Huawei, Nokia Siemens Networks and Ericsson. It can be offered as either an SMLC for GSM networks and PDE for CDMA networks.

Features:

- » GSM / 3GPP compliant (for SMLC)
- » CDMA / 3GPP2 compliant (for PDE)
- » ITU-T 14 bit MTP / ETSI MAP
- » ANSI-41 / TIA-881
- » Full support for SIGTRAN and TDM SS7 types
- » Lb interface support
- » Dual resilient configuration
- » Supports several hundred transactions per second.

Contact us

For more information about how LocationWise can help you cost effectively deploy LBS solutions please visit:

www.creativitysoftware.net

or contact us at

sales@creativitysoftware.net



About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

Creativity Software Ltd
River Reach, 31-35 High Street,
Kingston upon Thames, Surrey, KT1 1LF
Tel: +44 203 318 5848
Fax: +44 203 318 5865
Web: www.creativitysoftware.net
Email: sales@creativitysoftware.net

CSPS-10-0210