
Creativity Software launch first LBS solution on CDMA network in West Africa

Starcomms provides peace of mind with new family and friend finder service

Lagos, Nigeria, Q1 2010 – mobile network operator Starcomms announced the launch of STARTRACK, a location based family finder service provided by UK based Location Based Service (LBS) supplier, Creativity Software.

The service is designed to enable users to locate their loved ones, through the Starcomms network, providing peace of mind at all times. Using real-time location, parents can see the location of their child's mobile phone without making a call, providing reassurance without intruding on the child's space and freedom. Equally, friends can quickly and easily find the location of their buddies making social arrangements easy and fun to initiate.

Not only is this innovative service from Starcomms, branded STARTRACK, the first of its kind in the Nigerian Telecommunications environment, but also the first on a CDMA Network anywhere in Africa, making it a groundbreaking deployment.

“The need to be in touch without necessarily interfering in each other's activities makes StarTrack the service of choice, says Mr Tushar Maheshwari, Chief Commercial Officer of Starcomms. Lovers can catch up with each other without calling and parents can track children without any exchange of voice or SMS”.

The service is simple to use and extremely safe due to the registration process which requires all users to confirm their consent before use. To register for the service, Starcomms subscribers simply send a registration SMS containing their name to the operator. Subscribers can then add a person they wish to locate, by sending a further SMS containing the name and number of that person. When a user requests the location of another StarTrack consenting subscriber, the location information is sent to them via an SMS containing a written description of their location with the time and date. Deploying the service through SMS only ensures accessibility by all Starcomms subscribers, regardless of the type of handset device they own.

“STARTRACK is an innovative service which we are extremely pleased to be offering our customers, says Maher Qubain, CEO of Starcomms. We are proud to be pioneering the first deployment of its kind in West Africa and firmly believe we are leading the way in innovative value added location based services. Creativity Software is an experienced end-to-end LBS supplier which reduced the risk for Starcomms and meant clear guidance and expertise were provided throughout the deployment process. They have a full suite of location based applications which will enable us to utilise our unique position as a mobile network operator in the location arena, and we look forward to working on further location deployments with them in the future”.

For information on the Family and Friend Finder solution deployed by Starcomms or any of the other location based service applications from Creativity Software, please visit www.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 (e.g. Family & Friend Finder) and enterprises (e.g. Vehicle Tracking, Field Staff Monitoring, Location Based Advertising).

Partnerships with other telecommunication equipment vendors and a strong network of sales agents and distributors throughout the world, give Creativity Software a global presence, with local expertise.

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