

Aircel has selected Ericsson to provide mobile positioning systems for its 2G and 3G subscribers. Aircel users can now get real time tracking, navigation information and information services while on the move.

This solution may also be used by enterprises for resource management. Ericsson Mobile Positioning Systems (MPS) will offer location based services (LBS) to Aircel subscribers and can support several positioning alternatives for GSM and WCDMA. That ranges from network-based methods with cell accuracy aimed for all terminals, to more accurate terminal-based methods using GPS positioning.

The WCDMA positioning method-Cell ID with round-trip time measurement-will improve the positioning accuracy for 3G and 2G phones.

Mallikarjun Rao, CTO, Aircel, said: "There is huge potential in offering this value-added service to our consumers. Most Indians spend on average 90 minutes per day on the roads; location-based services will definitely increase efficiency and enhance the quality of their life."

Amarjeet Singh, vice president and customer unit head, Aircel, Ericsson India, says: "Aircel is a preferred partner for us and it is our pleasure to extend this ongoing relationship. The advanced location based intelligent service will not only provide information pertaining to a particular area but also be an invaluable analytical tool for addressing issues such as public safety and security, health care, emergency services, and so on."

As part of this three-year contract for supply and support, Ericsson will supply its Mobile Positioning Centre (GMPC and SMPC) and features that support various applications to Aircel.

Starting this July, Aircel subscribers will be able to use the service to find nearby restaurants or gyms, find the fastest route home, or keep track of children or the elderly with a tracking service.

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