

## Did you know the success of your AGPS service launch depends on the quality of your Cell ID network?

**More and more 911/112 calls are made from wireless phones.**

**The wireless positioning system is becoming mission critical.**

**LAM is the industry-leading platform for location network testing, reporting and optimization in North America.**

**Find out how improved Cell ID performance leads to faster A-GPS acquisition and improved customer experience.**

The quality of your cell service affects the quality of you're A-GPS, but did you know that testing your Cell ID network will lead to improved GPS location yield resulting in **enhanced location-enabled applications, improved subscriber experience and increased revenue?**

### What is Cell ID?

Location networks of all types – Cell ID, NMR, TDOA/AOA or A-GPS – depend upon network configuration tables to support their positioning methods. In a Cell ID network, the serving cell information is used to retrieve pre-stored coordinate information (latitude and longitude) representing a best approximation for the general serving area of the cell site.

### Why Should I test my Cell ID network?

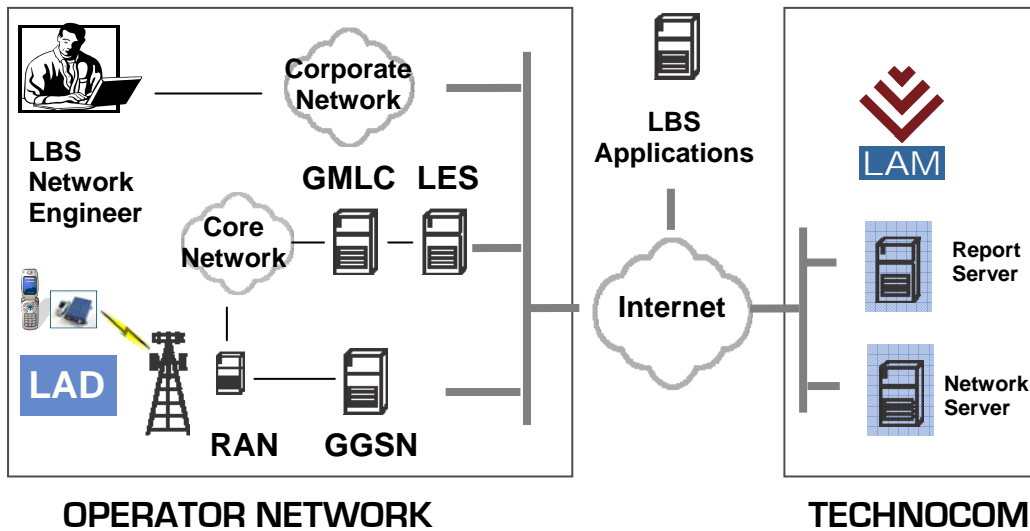
Incorrect or low-quality configuration data, or in the extreme *absence* of this information for specific cell-site entries, can result in the return of outdated information (last known position retrieved for MS cached within the GMLC) or, no returned location at all.

Improper cell tower coordinate information, neighbor list data, antenna characteristics, etc., all impact the quality of the delivered location – and for assisted GPS networks that can mean the difference between a **fast fix** and **no fix!**

**TechnoCom's LocationAssurance Manager™ (LAM™) LocationCare™ Starter Kit** can help you resolve Cell ID issues using proven, reliable automated test probes deployed permanently, or temporarily, in service technician vehicles. Test results are delivered to TechnoCom's hosted LocationCare service bureau where end-users can securely log in and view performance and troubleshooting reports.

### World Leaders in Location Performance Management

TechnoCom's LocationAssurance Manager (LAM) is the only widely deployed location performance management solution available today.



LAM provides wireless operators an end-to-end location management system, enabling:

- Verification of cell ID lookup tables
- Collection of calibration data necessary for tuning location algorithms for AOA, RF fingerprinting, or NMR positioning methods
- Baselining network performance to establish “expected performance” thresholds
- Background maintenance testing of the location network to:
  - Identify and report on configuration errors
  - Generate KPIs for the overall network or regions/areas within the network

LAM is widely deployed in the United States by Tier 1 and 2 operators providing autonomous data collection and reporting services. Data is collected without manual intervention and minimizes, or completely eliminates, the requirement for directed drive testing.

**Start with one test device and grow to as many devices as you need.**

Contact TechnoCom today for more information:  
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### Getting Started in Europe:

TechnoCom's LocationCare™ Starter KIT for Cell ID network performance testing offers European wireless operators a low-cost, repeatable, reliable testing of your location network to identify network configuration errors, identify Cell ID lookup failures, and to test handset-based, GPS-enabled location services.

Start with one test device and grow to as many devices as you need!



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