LOCATION SMART®

Mobile Verification

Secure Location Validation for Mobile Compliance

Give the green light with confidence on mobile transactions

LocationSmart® provides mobile applications the ability to expand their reach while complying with jurisdictional mandates. This is especially beneficial for gaming and lottery services to verify that users are in permissible gaming areas. LocationSmart provides the trusted mobile device location verification and presence detection that enables in-area or on-site betting. Easily detect when users engage with mobile gaming apps at your venue or within a valid gaming location.

Country and state mandates require that gaming and lottery companies authenticate that users are located within approved wagering boundaries prior to allowing the transaction to occur via a mobile device. The LocationSmart Platform provides the means to verify that mobile gamers are in a valid wagering area and gives the thumbs up insight to confirm their transaction. Using the secure network-initiated location of the user's device ensures trusted results. Broadening the reach to all mobile gamers in legally-approved areas increases the revenue opportunity and ease of engagement with mobile wagering applications.

Insights

- Know when a user is in a permissible area with or without an application on the device.

- Incorporate approve or reject business logic along with real-time location results for proven compliance.

- Boost gaming application reach by detecting when users are in a valid gaming location and notifying them to interact with your application.

- Readily comply with country and state mandates that regulate mobile gaming transactions.

Approve or Deny Transactions with Confidence

Real-Time Benefits

Whether verifying valid gaming transactions or identifying users are on-site through presence detection, LocationSmart streamlines mobile gaming applications and helps increase user interaction.

- Determine if users are in or out of a valid gaming area for immediate transaction approval
- Extend on-site wagering to mobile to take advantage of total allowable wagering area (e.g. State boundary)
- Expand usage and make it easier for consumers to engage with gaming and mobile lottery applications
- Use trusted and secure location determination for "green light" transaction approval
- Comply with state laws for in-area or on-site transaction verification
- Profile devices to ensure that legitamite transactions.
- Tailor communications to users depending on whether they are in or out of a confirmed wagering area

LocationSmart Features

Put LocationSmart to work for your business and recognize the benefits of integrating location intelligence into your mobile gaming application.

- Secure cross-carrier access to mobile and landline device location
- Smart Zone checks to determine if devices are IN or OUT of a specified area
- Comprehensive administrative boundaries for compliance needs
- Compliance Reporting
- Two-way messaging for geo-targeted communications
- Comprehensive multi-modal privacy controls via SMS or IVR
- Mapping, geo-coding and reverse geo-coding
- Points of interest and value-added business data
- Onboarding and carrier certification
- High-availability system and 24x7x365 support

Engage

LocationSmart helps gaming companies take transaction verification to the next level. Expanding your reach to all users, whether on site or within approved boundaries, lets users launch and use your services at their leisure. This increases brand affinity and makes it super convenient for gamers to re-engage anytime they are in an authorized area.