

# Introducing ELAASTIC at WMC 2015 Barcelona

## Advanced Location Services Platform for the H2020 Initiative



European  
Global Navigation  
Satellite Systems  
Agency

HORIZON 2020



novero™

# ELAASTIC

## European Location As A Service Targeting International Commerce



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**ELAASTIC addresses the need to  
provide new and innovative  
location technologies**

**Key Driver: Global coverage,  
combination of multiple location  
technologies**

**Key Benefit: Enhanced  
performances thanks to Galileo**



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# Market opportunity

## Smartphones and Applications



417 million European mobile subscribers by 2017 with 40% using location services daily\*.

Developed European markets (e.g. UK, Spain, Germany) mobile subscriber growth is slowing, yet strong M2M connection sgrowth forecasted. M2M modules for EU forecasted annual growth rate of 31.3%\*.

## Telematics Services



"The entire range of telematics services such as eCall, stolen vehicle tracking, pay as you drive, vehicle insurance and remote vehicle diagnostics will enter the growth stage starting in 2015".

## Machine to Machine



# Complete Suite of Offerings



**ELAASTIC  
Infrastructure**

- A-GPS
- A-Galileo
- A-GLONASS
- EGNOS based D-GPS
- Extended Ephemeris A-GNSS
- Cellular ID Positioning
- Wi Fi Positioning
- A-GNSS/Wifi hybridization
- SUPL 2.0,

**Enhanced Location Service Availability  
Authentication  
Lower Mobile energy consumption**



- Open Location API
- **Galileo** Optimized Location Module



**Mobile  
Operator**



# Roadmap

- Addresses LBS & M2M
- First commercial offer **Q4/2015**
  - Galileo+GPS+Wifi Location capabilities
- Final service with enhanced Performances thanks to Galileo **mid 2016**.
- Further developments with 5G networks

# Business Model

- Proven business model
  - Services are licensed by the providers
  - Flexible options, including revenue share
- Service is available to ANY organization wanting to develop specific products and services
- Provides scalability and reliability to meet market needs

# Everyone invited to partner with us!

## ELAASTIC

### Mobile Operating Systems

Android  
Apple iOS  
Blackberry  
Windows  
Mobile  
Tizen  
Others

*All potential partners  
Which could benefit from  
this service.*

### M2M Clients and Modules

ST Micro  
Sierra  
Wireless  
Cinterion  
Gemalto  
Telit

### Device OEM's

Nokia  
Sony  
Samsung  
Apple  
Blackberry  
HTC  
ZTE  
Huawei  
Lenovo  
LG

### Chipset Providers

ST Micro  
Qualcomm  
Broadcom  
Intel  
Texas  
Instruments  
Marvell  
Nvidia  
Freescale

### Application Developers

European  
Vehicle Tracking  
Tom Tom  
Facebook  
Twitter  
Foursquare  
Shopkick

### MNOs

ATT  
Orange  
T-Mobile  
China Mobile  
Verizon  
TIM  
Telefonica  
China Unicom



# Thank you for your attention

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