

## An Introduction to Location Based Services

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**FOR IMMEDIATE RELEASE**

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Canadian based Location-based services (LBS) technology company - Cellflare, is working to take hand held tracking technology to a one-size-fits-all level that can provide minute-by-minute locations based information.

And not just the town or city block. "It tracks the location within a 3-meter radius" says International Business Manager Kelvin Edmondson.

Global positioning system, or GPS, satellite technology has long been in use by shippers and other transportation companies to determine the direction, distance and location of company vehicles. The technology also is common to handheld devices such as wireless phones, personal digital assistants and even golf-course range finders.

LBS promises to facilitate the delivery of spatial data along with providing positioning, routing and direction-finding information. According to a poll by Integrated Data Communications, Inc. two-thirds of North Americans want wireless location-based services, with safety, efficiency and security issues being listed as the top surveyed reasons.

The technology couldn't have come at a better time. With the boom in social networking, and the desire for fast and accurate information on the go, people are waiting intently for the next technological advance that can help make their lives easier.

The Cellflare application allows users to stay visually connected to each other using their mobile device.

Edmondson explains that what Cellflare has set out to do is to create a single application adaptable to a variety of technologies. He says, "...the great thing about LBS is that everyone can use it. Whether on a social or a business level - Cellflare equates to accuracy and efficiency"

*Cellflare is a new mobile application download that allows you to stay visually connected with people and business on the move - in real time.*

For a free version of the application, visit [Cellflare.com](http://Cellflare.com)

Kind regards,

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