

CTIA Wireless 2008 Canada Pavilion Exhibitors

BlackLine GPS Inc.

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Participants

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Exhibitor Profile

BlackLine GPS is a developer of products that couple GPS and wireless technology. It owns end-to-end solutions that encompass dedicated wireless devices, smartphone application software, back-office server infrastructure, billing systems, and convenient user interfaces. BlackLine GPS is pursuing parallel product strategies that include both dedicated wireless location devices and application software for GPS-enabled smartphones. The dedicated device portfolio currently includes GPS Snitch, a vehicle tracking and security product and Loner GPS, a personal safety solution for mobile workers. BlackLine's Blip application for GPS-enabled BlackBerry smartphones delivers a geo-social network experience for both consumers and commercial applications. Each BlackLine product and application plugs into a common infrastructure, providing an environment of commonality.

Objectives

BlackLine would like to establish partnerships with U.S. and international wireless carriers to secure a data relationship for the GPS Snitch and Loner GPS products; to develop a co-branding relationship to bring the GPS Snitch product to market within the carrier's distribution channel; and to develop a relationship to bring the Blip BlackBerry application to market. It is also interested in discussing its development work related to mobile devices with smartphone manufacturers.