



### **New Panel, Speakers Highlight GPS-Wireless 2007**

*GPS-Wireless 2007 features more than 40 speakers from such companies as Sprint Nextel, Cingular Wireless, Magellan GPS, Garmin, Qualcomm, DaimlerChrysler, TomTom, NAVTEQ, Tele Atlas and many others. GPS-Wireless, in its 11th year, is the industry's oldest conference that features panels on location-based services, car and personal navigation, mobile resource management, new technologies, web portal markets and many more.*

San Francisco, CA ([PRWEB](#)) February 16, 2007 -- More than 200 mobile information professionals from the largest automobile manufacturers, wireless carriers, mobile electronics vendors, homeland defense and computer companies will meet March 1-2 for GPS-Wireless 2007 (<http://www.gps-wireless.com>) at the Embassy Suites Hotel-San Francisco Airport (Burlingame). Hotel registration savings end on Monday, Feb. 19.

The 11th annual conference, sponsored by Global Technology Communications, LLC. (GTCL), features 40 speakers from the top companies. This year's speakers come from Sprint Nextel, Cingular Wireless, Magellan GPS, Garmin, Qualcomm, DaimlerChrysler, TomTom, NAVTEQ, Tele Atlas and many others.

New for 2007 is our Web Portal Markets panel on March 2. In addition, GPS-Wireless 2007 features more than 20 new speakers from the companies that are forging a path in this marketplace. Back again is our popular pre-conference networking reception on Feb. 28.

The mobile information technology market is growing - could this be the year for LBS and personal navigation? The largest automotive manufacturers, wireless carriers, global positioning system providers, software companies are finding ways to get information into a vehicle or a mobile device such as a portable navigation system -- whether that be traffic information, location-based e-commerce, navigation and emergency services. In addition, find out the hottest markets for personal navigation systems and security products.

Some questions to be asked at GPS-Wireless 2007:

- When will carriers introduce LBS? What's holding it up?
- Asset monitoring that includes heavy equipment, containers, high-value goods. Will this market take off? When? What companies will dominate? What technologies will dominate, i.e. RFID, A-GPS?
- What LBS applications will dominate?
- How are fleet and asset management providers making inroads? They are jumping on the LBS bandwagon and beginning to integrate mobile worker location into their apps.
- What's new with Portable Navigation Systems' markets? Will the units ever have wireless connectivity? Will other features become available such as satellite radio, traffic information and

more content? Will this hot market cool off soon?

GPS-Wireless 2007 features tabletop exhibits from the top vendors. Sponsorships are sold out. GPS-Wireless 2007 sponsors include: MSN Direct, ALK Technologies, Networks in Motion, DeCarta, NAVTEQ, Microlise America, @Road, Aeris.net, Telogis, GeoMicro and Synergy Systems.

GPS-Wireless 2007 offers a pre-conference reception, keynote luncheon, networking coffee breaks, a hosted reception with tabletops, buffet luncheon and a 300-page binder full of market information. In addition, GPS-Wireless 2007 offers discounts for two or more attendees from the same company and significant savings on lodging at the Embassy Suites Hotel-San Francisco Airport (Burlingame). To register and make hotel reservations for GPS-Wireless 2007, go to <http://www.gps-wireless.com>.

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