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**GPS NEWS**

## SiRF Hosts 2nd Annual Location 2.0 Summit

by Staff Writers  
 San Jose CA (SPX) Sep 08, 2008

Building on the success of last year's inaugural event, SiRF Technology Holdings has announced the second annual Location 2.0 Summit as well as the ten finalists chosen to give Fast-Pitch presentations at the event.



The Location 2.0 Summit attracts attendees from across the entire location industry ecosystem – operators and service providers, device manufacturers and enabling platform providers as well as content and application developers – to explore the future direction of technologies for making location fundamental to everything mobile.

More than 200 of the top global location industry executives are expected to gather at the St. Regis Hotel in San Francisco on September 10, 2008 for this invitation-only event, which this year also introduces the People's Choice Awards to highlight [innovation](#) in the LBS industry.

This year's event will feature keynote addresses from Christof Hellmis, director of Navigation and Routing Solutions at Nokia and Dr. Vincent Tao, senior director of the Microsoft Local, Mobile Search and [Virtual Earth](#) business unit at Microsoft.

Other featured speakers include Joe Astroth, vice president of Location Services; Randy Frantz, director of Telecommunications and LBS at ESRI; Steve Glasgow, vice president of Market Operations at Orange-France Telecom; Niren Hiro, vice president of business for Admob; Masaaki Maeda, senior vice president of the Service and Technology Division at NTT DoCoMo; Rich Miner, vice president of [Mobile Technology](#) for Google; Magnus Nilsson, CEO of Wayfinder Systems; Jerry Panagrossi, vice president and general manager of North America for Symbian, Inc.; Ed Schmit, associate director of the [Enterprise Developer](#) Program at AT and T; Brad Smith, technology editor at Wireless Week and Eric White, general manager of Handheld Solutions at Trimble Mobile Solutions.

"The Location 2.0 Summit has quickly become a popular event for global industry leaders, and based on the success of last year's event, we anticipate another standing-room-only crowd again this year," said Kanwar Chadha, founder and vice president of marketing for SiRF.

"In keeping with spirit of this event, attendees will be able to use their wireless handsets to vote for their favorite Fast-Pitch presentations, and the winner in each Fast-Pitch category will receive a People's Choice Award during the evening award ceremony."

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Attendees will hear and discuss success stories and proven strategies as well as critical challenges for the location industry in the mobile and wireless space.

### Fast-Pitch Finalists

This year's event introduces unique three-minute Fast-Pitch presentations -- high-intensity sessions that demonstrate the benefits of using the power of location to enhance the daily lives of individuals, enterprises and communities.

Developers will pitch their innovative LBS [applications](#) to the top global location industry executives in attendance at the conclusion of each of the panel discussions.

The Fast-Pitch nominees that were submitted were judged by Kanwar Chadha and wireless industry analyst, Andrew Seybold, finalists have been chosen for each of the three panel discussion sessions.

For the consumer Fast-Pitch category, the finalists are Dial Directions for its product DIR-ECT-IONS; Locr for its product locr.com; and Loopt for its product Loopt.

For the enterprise Fast-Pitch category, the finalists are LuckyCal, Inc. for its product LuckyCal with Predictive Presence Technology, Pacific DataVision for its product Locator for SkyMail™, and Proxpro, Inc. for its product Prompt.

For the next generation technologies Fast-Pitch category, the finalists are Knowtate for its Knowtations product, Microsoft Corporation for the product Location Prediction for Drivers, Planet 9 Studios and its product RayGun and Sense Networks for its CitySense product.

**BlackBerry® Storm™**

Editors' rating: **Very Good** (4 stars)

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