

Exhibit 2130



Press Room

Coverage

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May 14, 2007

IAC Launches Ask® Mobile GPS in the US

By Ludovic Privat

InterActiveCorp, the internet brand conglomerate, announced the launch of Ask® Mobile GPS, an application that blends GPS navigation and friends locator with the mobile version of its internet services Ask.com, Evite (invitation), and Citysearch (local search). Ask Mobile GPS is initially available on five mobile phones on the Sprint network for 9.99 per month after a 2 weeks free trial period. A \$2.99 per month version with GPS (but without Navigation) may be available for certain phones.

“This year we’ll add more IAC brands to the application, such as Match.com (dating), Ticketmaster (box office service) and RealEstate.com (home listing), and we plan to expand to a broad array of mobile phones and services to support as many of our 275 million worldwide users as possible”, said Doug Lebda, President and Chief Operating Officer of IAC.

Ask Mobile GPS has been developed by WaveMarket, a white label LBS application provider that already powers the family locator application on the Sprint network. Navteq is the map data provider.

Internet giants getting mobile

This new application is another step in the move of Internet giants into the mobile space. But unlike Google Maps for Mobile and Yahoo Go, IAC is betting on subscription but sophisticated service rather than a free but limited application. Turn by turn GPS navigation is what makes the real difference as well as bundling other services—such as Evite—from the IAC galaxy. The approach to the mobile market is also completely different. Instead of developing its application in-house, IAC has been using **WaveMarket** knowledge of the wireless space to accelerate its time to market. The subscription approach is also much more compelling to the wireless carriers which are not yet comfortable with advertising based business models.

The pricing is nevertheless interesting to the user. Indeed, the regular price for turn by turn navigation is \$9.99 per month (VZ Navigator on Verizon; Telenav on Sprint) and friend locator applications are \$2.99 to \$3.99 (Loopt, MapQuest Find Me). Having both for \$9.99 per month is therefore a good deal for mobile users.

Navigation, a core feature?

The difference of pricing for the solution with or without navigation demonstrates that turn by turn navigation remains the costly part of this kind of services; mainly due to the fact map data providers ask a premium in order to maintain their margins on other navigation platforms such as Personal Navigation Devices or in-dash solutions. Nevertheless, navigation will ultimately become a commodity in this kind of application, where the core feature will be the local search under all its different flavors: whether it is a restaurant, a house for rent, a friend or even a date.

To maintain their position on the market mobile turn by turn navigation providers will have to think about integrating other location based services to their core offer. Some companies have already started, such as German Jentro with the latest version of its Activepilot navigation software which won the social networking award at the Navteq LBS Challenge.

Ask Mobile GPS will definitively bring its share of innovation to the market, but we are sure there is more to come in an industry that is just in its infancy.

Go to original article (http://www.gpsbusinessnews.com/IAC-launches-Ask-Mobile-GPS-in-the-US_a167.html)

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