

# SiRFecosystem

*LBS Platform Powered by the Developer Community*

## PRODUCT OVERVIEW



SiRFecosystem™ is a global community of industry-leading, location-enabled applications, services, and platforms. And SiRFecosystem also provides a comprehensive suite of resources to help you develop, test, and market your location applications. A wide variety of location applications enhance the subscriber experience—driving higher ARPU™. With SiRF's leadership in high-performance location solutions, SiRFecosystem is well-positioned as the LBS developer community leader.

### DEVELOP

SiRFstudio™ enables the development and deployment of next-generation innovative location-based applications and services in the consumer and enterprise markets.

#### SiRFstudio Device Platform

- Compatible with major industry standards: Java, OpenLS, OMA
- Out-of-the-box location experience
- Powerful extensions to JSR-179 APIs (Java Standard) that are open standards compliant
- Supports major device platforms: Java, Linux, Windows, Symbian, and more
- Comprehensive suite of client-server location APIs
- High-performance GPS and Multimode A-GPS support

#### SiRFstudio Server Platform

- API gateway to support multiple heterogeneous devices, platforms, and applications
- Built-in carrier-grade, high-performance, high-throughput location engine
- Compatible with major industry standards and LBS platform vendors
- Supports SiRFLoc® Multimode A-GPS Server

### TEST

SiRFsandbox™ allows developers to test location-enabled applications and services with user plane, client/server, SiRFLoc Multimode A-GPS location technology and SiRFstudio API gateway.

Using SiRFsandbox, application developers can test LBS applications and verify that they meet the industry benchmark in location performance and user-experience.

#### SiRFsandbox Features

- Client-side support: Windows Mobile, J2ME, Java, Linux, Windows, Symbian, and more
- Server-side support: Linux, Solaris
- Creates smoother transitions to carrier grade environments
- Simple, easy to apply test environment

### MARKET

LocativeMedia™ is the industry's most comprehensive catalog of location-based applications and services.

The LocativeMedia Catalog is available online and in print. The print catalog is distributed to consumers, operators, handset OEMs/ODMs, and LBS industry leaders.

Visit the SiRFecosystem website at <http://www.sirf.com/ecosystem.html> for information about the SiRFecosystem community, Alliance Partners, and contact information.

## LBS APPLICATIONS AND SERVICES

- Blogging
- Messaging
- Social networking
- Navigation
- Traffic
- Weather
- Search
- POI
- Commerce
- Advertising
- Marketing
- Games
- Entertainment
- Safety
- Security
- Productivity
- Efficiency
- Telematics
- M2M
- Field service / field force management
- Emergency services
- People tracking
- Asset tracking

## SiRFecosystem ADVANTAGES

Development? Testing? Marketing? SiRFecosystem has a development tool just for you. And we understand the three-faceted nature of the development cycle. Development, testing, and marketing each come with their own separate challenges:

- Time to market
- Rapid development
- End-to-end deployment
- Unique value add for mobile devices
- Integrated user experience

Location awareness has a remarkable variety of uses. For recreation as well as security. For business and the military as well as the home. But whatever space you're in, SiRFecosystem tools and resources can help you create compelling location applications.

## WORLDWIDE ACCESS AND SUPPORT

SiRF provides consulting and technical support for the implementation of SiRFstudio APIs. You also have access to engineering resources available by phone and email, plus you can access the SiRFecosystem Developer Zone where you can download the latest development tools and documentation and other materials related to SiRFecosystem. The SiRFecosystem Developer Zone is easy to use and it is accessible anywhere and at anytime.

## CONTACT INFORMATION

For more information about SiRFecosystem, call (1) (408) 467-0410, email [sirfecosystem@sirf.com](mailto:sirfecosystem@sirf.com), or visit <http://www.sirf.com/ecosystem.html>

## WORLDWIDE SALES OFFICES

### North America

**Corporate HQ**  
(1) (408) 467-0410  
✉ [Sales@sirf.com](mailto:Sales@sirf.com)

### Europe

**United Kingdom**  
(44) (1344) 668390  
✉ [SalesUK@sirf.com](mailto:SalesUK@sirf.com)

### Germany

(49) (81) 529932-90  
✉ [SalesGermany@sirf.com](mailto:SalesGermany@sirf.com)

### Asia Pacific

**Taiwan**  
(886) (2) 8174-8966  
✉ [SalesTaiwan@sirf.com](mailto:SalesTaiwan@sirf.com)

### Japan

(81) (44) 829-2186  
✉ [SalesJapan@sirf.com](mailto:SalesJapan@sirf.com)

### India

(91) (80) 41966000  
✉ [SalesIndia@sirf.com](mailto:SalesIndia@sirf.com)