



# GPS at Work in Everyday Life

## Putting miles into your music player

Mark loves his portable music player. He never forgets to take his player with him on his morning runs. Of late, he has been wondering if he could turn the music player into a pedometer that could keep track of the route he takes, how long he runs and what his speed is. And since the hard disk on his music player allows him to store virtually anything, he could store all the information and transfer it to his PC when he feels like.

GPS could help Mark fulfill his dreams. GPS provides accurate location and time information that could morph Mark's music player into a pedometer. SiRF's GPS receivers, based on market leading SiRFStar III™ architecture, are high on sensitivity and low on power. So no matter how long you want to run or where – in a dense forest or in the midst of an urban canyon, the GPS receiver will keep forming. And when you synch the music player to your PC, the GPS application will seamlessly download your performance metrics to the PC. Surprisingly simple, yet powerful – isn't it?

### CAPTURING LOCATION WITH YOUR CAMERA

Your grandmother has spent many years in Japan traveling to all kinds of places during those years. But now she has a tough time recalling where she had taken a particular photo. She could of course tell you when she had taken the photo – courtesy the date and time stamp that the camera inserted automatically in the images, but not the location.

Imagine if she had a GPS-enabled camera with her all those years ago. She could capture images and videos of interesting people, places or scenery using the GPS camera. In addition to the date and time stamp, the camera would automatically insert location information into the image using GPS technology. Once she transfers the images from her camera to the PC – the magic of SiRF's software ecosystem takes over. The "location" feature provided by the image editor would look into a database, extract the location information stored in a photo and name the file as <location>\_<date> automatically. No more trying to remember where the image with the cryptic filename DSC010206.tiff was taken; instead she would have an image with a filename that says Akihabara\_010206.tiff.

What's more, if she wanted to share the images with us, she could have the image editor pull up the world map, identify the location where a photo was taken and mark it on the map. This automatic photo linking would be a cool way for her to tell us where she went and how it looked like.

Today, SiRF has the GPS technology to help us realize such applications. SiRF's GSC3LT ([hyperlink](#)) and GSC 3LTi ([hyperlink](#)) products have a small form-factor, low power consumption and low cost that make them ideal for digital camera applications. Powered by SiRFStar III™ architecture, these products will guarantee that your imaging solutions deliver the best-in-class performance for location applications.



### IMPROVE YOUR GOLF GAME

Having played golf all over the world for most of his adult life, Michael feels he has achieved a skill level unprecedented by all of his friends. In fact the game is getting boring because he feels he has topped out and is no longer challenged. Enter GPS to the rescue. Golf GPS systems help the player to calculate the distance from the tee to the pin, or to know exactly where they are with relation to features such as hidden bunkers, water hazards or greens. In fact, as of Jan. 1, 2006, the USGA now permits distance-measuring devices for use in tournaments at the discretion of the organizers.

All of this bodes well for the amateur golfer. This development now enables golfers of all skill levels to have many of the tools used by the pros to improve their game. Tournament organizers are expected to readily approve the use of GPS and other distance measuring devices as it is expected to speed up play.



### **ADDING LOCATION TO YOUR BLUETOOTH® HANDSFREE**

There is a whole world of Bluetooth® phones out there and handsfree is the most popular Bluetooth application for the phones. Judy, for instance, uses a compact Bluetooth headset accessory to make her morning sales call on her way to work; and she simply loves it.

Imagine if Judy's headset could combine both the headset functionality and the GPS receiver functionality. It could help her not only make handsfree calls to her customers, but also save her time by helping her navigate to meetings with customers.

The GPS Bluetooth headset would be worn on the ears like a typical Bluetooth mono headset. Connected over Bluetooth to the phone, she will consume GPS information received by the Bluetooth GPS receiver. She could be using the location information to navigate with the directions being read out to her on the headset or the map displayed on the phone. With companies like Google, Mapquest and Wayfinder making maps available on phones, potentially every Bluetooth phone can be used as a low cost navigation device.

SiRF's comprehensive product offerings for GPS allow OEM and ODM customers to pick the product most appropriate for their requirements. Get in touch with us if you want to benefit from SiRF's leadership position in location technology and we will help you maintain the edge that you enjoy in the marketplace.