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**2.5Mn Converged Devices Units Push GPS Driven European Handheld Markets by 19%**

**By James Marriot**

The use of Global positioning system (GPS) receivers has increasingly become affordable to the masses during the last 18 months, as these units are now available for less than \$100.

A number of other recently studies conducted, worldwide, also examines the market for GPS integrated circuits (ICs). Though unit growth will be very strong in the GPS market, continued pricing pressure for ICs will temper overall revenue growth to about that of the overall equipment market.

The latest development and evolution of surveying and mobile mapping technologies opens new avenues for the acquisition, update, fast, and real-time online processing of data. Currently mobile mapping systems are supported by a series of advanced technologies, including GPS and inertial navigation systems (INS), imaging sensors of high-resolution charge coupled device (CCD) camera, satellite synthetic aperture radar (SAR), multi spectral and hyper spectral sensors, portable computers and highly intelligent processing/automation algorithms.

Experts, Analysts, Corporate Heads Believe that the current role of government in global competition for GPS-related sales is relatively limited, largely involving regulatory matters such as certification of GPS in safety-of-life applications and export controls on military-grade GPS equipment.

"This consistent growth in existing markets along with the emerging applications, has forecasted the global GPS market to reach \$ 22bn by 2008." Quotes a Technology & Market research firm RNCOS.

Talking about the technological front of GPS Industry Market, Experts at RNCOS believe that, "GPS is the engine driving much of the telematics industry. It has also reformed the automotive platform by enabling tracking a teen's use of the family car to automatic tax collection for interstate trucking companies".

The study, "World Global Positioning Systems Market Update (2006-2008)" examines the current status and trends of the global positioning systems industry. Covered areas include wireless and in-vehicle navigation, as well as growing segments such as recreation, communication, people tracking, marine and surveying, among others.

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As per the report the Analysts at RNCOS predict that "Although new GPS markets are anticipated to reach mass-market status increasing at a rapid speed with unit sales expected to reach 30 million by 2010 the GPS industry will continue to spin off new application markets followed by demand for Satellite radio valued 15.7 million in next 5 years."

For each segment, total market value is forecasted to 2008 in addition to regional totals. An analysis of key market drivers and barriers for each segment is presented. The report also quantifies the market for GPS IC shipments, ASP and revenue to 2008.

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### **Travelling Is Easier With A Pda And A Bluetooth Receiver**

**By Abby Johnson**

Traveling is always easier if you take as little with you as humanly possible. It's always the intention while traveling to carry only to what is most necessary. This is not always an obtainable goal, especially when you are venturing into parts unknown. In addition to the usual essentials, a sizable map and navigational equipment become necessary.

With the unveiling of GPS technology, traveling with maps and huge navigational devices becomes unneeded; a traveler need only carry a GPS receiver. A GPS receiver determines one's exact position on earth by deciphering the information it receives from GPS satellites. With the assistance of other electronic devices, the GPS receiver will precisely determine your correct location on a map.

For even more even more functions and ease of use, GPS receivers can be used with other mobile devices. The PDA is one of the most frequently used mobile products for this purpose. PDAs make the perfect partner to the GPS receiver because of their unique features, such as a colored screen to display maps and hard drive space for map storage. And PDAs are light compared to other mobile devices such as notebook computers.

There is a problem with using a PDA with a GPS device, however. They do not always integrate well. GPS receivers are normally connected to PDAs using a CompactFlash (CF) card or USB wires.

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Because some GPS receivers are quite large, attaching it to your PDA using CF can make it too large. Using the USB wires, however, can make your GPS receiver difficult to use and limit its usefulness.

So what could be the solution to this problem? A Bluetooth GPS receiver.

### The Bluetooth Solution

Bluetooth wireless technology is the open standard for wireless communication. As long as the two electronic devices are within 10 meters of each other, Bluetooth technology will allow them to send and receive signals and transfer data. No wires are necessary.

### Bluetooth GPS Receiver

The Bluetooth GPS receiver is simply a receiver that uses the Bluetooth technology and electronics to transmit GPS data to a mobile device. However, they must share the same technology. For example, if a Bluetooth GPS receiver will be used with a PDA, the PDA must have built-in Bluetooth technology.

The Bluetooth GPS receivers used with the Bluetooth capable PDAs offer many advantages over an ordinary GPS unit, which is connected to the PDA using CompactFlash or USB wires. These advantages include the ability to use wireless connections between the devices. Without wires to limit positioning between the Bluetooth GPS receiver and the PDA, you can place the two devices at their most advantageous locations. For example, if you are using your Bluetooth GPS receiver in your car, you can place the device where it has a clear view of the sky. Then you can place your PDA on your dashboard and have optimum screen visibility. Because the wires are not used to connect the two devices, their positioning will not hamper your driving. Also, because you won't need to use Bluetooth's CompactFlash slot, you can use it for other things, such as storing maps or software to optimize the

GPS navigation.

Aside from these two advantages, the Bluetooth GPS receiver units have other features, although most of them are brand or unit specific. Generally, Bluetooth GPS receiver units now have pre-stored US maps, point-of-interest (POI) databases and route recalculation functions.

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