**Location Based Services Market Map**

### Introduction

Welcome to the FirstPartner Location Based Services (LBS) Market Map. Knowing the current landscape of the LBS industry and its evolution against the backdrop of mobile, wireless and data communications is essential. The major LBS market sectors and dynamics are shown below.

### Location Based Services (LBS)

- **Number of Subscribers to Standardised LBS**: As of 2008, 16 billion subscribers are using LBS services.

- **Mobile LBS Market Drivers are Evolving**: The market value of mobile LBS services worldwide is approximately $50 billion.

- **LBSs are Key Enabler of 3G Services**: The LBS market is expected to grow at a compound annual growth rate (CAGR) of 46.5% to reach 770 million units by 2018.

### Platform Trends

- **What growth in POS shipments is forecast to close**: The cumulative POS shipments are forecast to reach $5 billion by 2018.

- **Global LBS market is expected to grow at a compound annual growth rate (CAGR) of 46.5% to reach 770 million units by 2018**.

### Mobile Navigation

- **GPS-equipped mobile phones are forecast to reach $15 billion by 2018**.

### Acquisitions

- **Digital Cyclone acquired by Garmin**: Digital Cyclone is an independent wireless provider that is one of the major players in the mobile LBS market. The acquisition is expected to boost Garmin's global LBS market share.

### Application Development

- **Software development and software bundling**: Software and hardware bundle solutions are offered by companies such as TomTom, Garmin, and Vicinity.

### Network Infrastructure

- **LBSs are Key to the Next Generation of Mobile Networks**: LBSs are key enablers of next-generation mobile networks, including 3G, 4G, and beyond.

### Conclusion

The LBS market is expected to grow at a compound annual growth rate (CAGR) of 46.5% to reach 770 million units by 2018. The major drivers of this growth are the increasing adoption of mobile devices, the increasing number of mobile phone subscriptions, and the increasing number of mobile internet subscribers. The LBS market is expected to be dominated by companies such as Garmin, TomTom, and Vicinity, who are leading in the development of mobile navigation and location-based services.