



## **For Immediate Release**

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## **AIRSAGE PRODUCTS AND INSIGHTS PLATFORM ENHANCED WITH MULTI-SOURCE GPS AND LOCATION-BASED DATA PANEL**

ATLANTA, GA. (Sept. 13, 2017) – AirSage®, a leading provider of geolocation intelligence and analytics for more than a decade to the media, travel & tourism, retail, market research and transportation industries, announced today that it will begin integrating a comprehensive panel of more than 120 million devices from GPS and other location-based data sources into its core products and insights platform adding to its existing carrier-based panel.

AirSage is the leader in analyzing and processing billions of cellular mobility data points daily in the U.S. to generate the largest sample sizes to represent the full population. Recognizing the importance and enhanced value of GPS and other location-based data insights in an evolving marketplace, AirSage has conducted an exhaustive research and qualification process over the past 12 months leveraging more than a decade of experience and expertise in GPS source data by Decell Technologies Ltd., a Tel Aviv-based company acquired by AirSage in 2015.

“We are very excited to be able to further increase the value we can provide our customers by enhancing our existing unique carrier data with a GPS and location-based data offering,” said Jonathan Silverberg, AirSage CTO and former CEO of Decell Technologies. “Decell was a pioneer in the GPS market. The experience we have with GPS coupled with AirSage’s assets in the carrier space give AirSage a unique advantage to offer its customers more extensive coverage, pinpoint resolution and rich attributes,” Jonathan added.

AirSage has secured location data from various sources, including smartphone SDKs, fleet and navigation systems. The data is both real-time and historical, and this new data will be used to further enhance AirSage’s trip patterns, points of interest, and audience insights capabilities by providing better location resolution, better road-referencing, and enhanced demographic information. Throughout the evaluation process, AirSage also maintained the highest standards of source data integrity and its commitment to user privacy.

For more information on AirSage's products and services and how they are benefitting a variety of industries, please visit [www.AirSage.com](http://www.AirSage.com) or call 404-809-2499.

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**ABOUT AIRSAGE**

AirSage® is the leader in source agnostic high volume, high velocity geolocation data solutions to the media, travel & tourism, retail, research and transportation industries. The AirSage data insights platform combines the scale of carrier data and precision of GPS and other location data to provide the most meaningful insights to its customers and the most accurate information about population movement on the market today.