

## PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE

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### **The Open Geospatial Consortium (OGC) and the Location Based Marketing Association (LBMA) to jointly address location information issues**

30 July 2013. The Location Based Marketing Association (The LBMA) and the Open Geospatial Consortium (OGC) recently signed a liaison agreement.

Mark Reichardt, president and CEO of the Open Geospatial Consortium, explained, "We are very pleased to be setting out to work on projects of mutual interest with the Location Based Marketing Association. Their membership is focused on "collaborative innovation at the intersection of people, places and media" and our membership is focused on making spatial information readily accessible and shareable. We've set the stage for a number of joint outreach and communication projects that will benefit members of both organizations. Also, we believe there is great potential in working together to promote the idea of an [open database for Points of Interest \(POIs\)](#)."

Asif Khan, president and Founder of the LBMA, said, "This new partnership with the Open Geospatial Consortium will help our members gain a better understanding of the importance of place data standardization, while at the same time enabling us to share in the opportunity to educate the public and others on the growing desire of marketers to leverage location data in a way that respects privacy and provides hyper-relevance."

About the OGC: The [OGC](#) is an international consortium of more than 480 companies, government agencies, research organizations, and universities participating in a consensus process to develop publicly available geospatial standards. OGC standards support interoperable solutions that "geo-enable" the Web, wireless and location-based services and mainstream IT. OGC standards empower technology developers to make geospatial information and services accessible and useful with any application that needs to be spatially enabled. Visit the OGC website at <http://www.opengeospatial.org/contact>.

About the Location Based Marketing Association (LBMA): The Location Based Marketing Association is a group dedicated to the fostering of a community of interest around all avenues of advertising and marketing as it relates to location-specific opportunities. This community is comprised of mobile, out-of-home, digital and print advertisers. Our goal is simply to educate, share best practices, establish guidelines for growth and promote the services of member companies to brands and other content-related providers. Visit the LBMA website at <http://www.thebma.com>.