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Locator Centric™ Launches Location API - Connecting Your Product with Consumer Locations

The Locator Centric Location-Based API increases product visibility and connects enterprises with targeted customers

Locator Centric™, August 5, 2014 – Locator Centric™, a *location-based* technology company, launches a Location API. The Locator Centric™ Location API gives enterprises the ability to improve product visibility and profitability in the global marketplace by connecting businesses with relevant consumers everywhere, through location-based targeting.

“The Location API is an important part of the technological underpinning for any company that needs to target by location,” Carla Johnson Callis, Chief Intellectual Properties Officer for Locator IP, L.P. “By integrating the Location API, our clients gain a solid, reliable solution that helps them find and connect to customers globally.”

The location data offered in the API includes cities, postal codes, countries, states, provinces, regions, and points of interest such as sports venues and tourist attractions – nearly three million total locations worldwide.

The Location API is seamlessly integrated with customer search functionality. For enterprises developing applications and those that have already launched on market, the Location API can help target customers by driving awareness of a product with the end result of increased ROI.

LocatorCentric™ is a global location-based technology company that holds a suite of patented technology (PT) solutions that enable location-based, location-aware, and alerting services in most of today’s mobile apps. The patented technology is licensed to the world’s leading brands, such as AccuWeather, for strategically utilizing content and location to increase revenue streams.

The Locator Centric™ technology is making significant advancements in the connected vehicles, smart home and wearable markets and is on the list of technology companies to watch.

Visit www.locatorcentric.com for more information.