

## **American Roamer Launches New Features for Global Coverage Analyzer Interactive Mapping Application**

*Enhanced customization and increased accessibility empowers users to analyze 2G, 3G and 4G wireless network coverage*

BARCELONA – Feb. 14, 2011 – American Roamer, the worldwide mapping intelligence source for mobile and network coverage information, today launched new features for its Global Coverage Analyzer (GCA), a web-based interactive mapping application for viewing and comparing 2G, 3G, and 4G wireless network coverage in more than 200 countries worldwide.

New features for GCA include a flexible color palette, enabling users to change the color of each layer to meet specific needs, such as assigning colors to reflect operator specific branding. In addition to the more advanced web browsers that support the service, GCA can now be accessed using Internet Explorer 7, increasing customer accessibility to the interactive mapping tool. As part of American Roamer's commitment to update its global coverage database on a quarterly basis, this release also includes a refresh of the global wireless coverage layers found in GCA.

"An online, updated snapshot of wireless coverage, including 4G networks, allows users to make better business decisions, acquire and retain customers and execute with a solid information base," said Ray Westbrook, senior vice president of sales, American Roamer. "The enhancements to GCA provide our customers with an even better ability to view and analyze the largest and most comprehensive mobile coverage database in the world to increase their competitive edge."

GCA, part of the CellMaps mapping services suite, combines American Roamer's catalog of international wireless coverage, interactive mapping capabilities and industry-leading market research, giving clients the ability to evaluate global wireless network coverage within their web browser. Industry professionals utilize GCA to support an array of business segments, from wireless roaming and competitive intelligence, to strategic planning and business development.

For example, users can view wireless operators' coverage in a specific geographic area and compare multiple coverage layers to make more informed business decisions.

“The new features of GCA reflect our strong commitment to the voice of our customers and continued innovation to meet their demands,” Westbrook said.

American Roamer will be showcasing its Global Coverage Analyzer along with other interactive and intelligent mapping solutions at Mobile World Congress, booth 2C93.

For more information, visit [www.americanroamer.com](http://www.americanroamer.com).

### **About American Roamer**

American Roamer is the worldwide mapping intelligence source for mobile and network coverage information. The company helps clients acquire and retain customers, make sound business decisions and execute with a solid information base with comprehensive, interactive information about coverage patterns, spectrums, network configurations and licensing data. Headquartered in Memphis, Tenn., American Roamer's clients range from Fortune 100 companies to small rural businesses - all dependent upon the company's 20+ years of experience serving as an unbiased information source for the mobile and network ecosystem.

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