


Tag! You're it...

 By Yusuf Begg

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"Digital mapping is proving to be the hidden secret weapon of South African business," says mapIT managing director, Etienne Louw.



Digital mapping involves the compilation of real world data into a digital database format. Primarily, this technology is used to produce maps that give accurate representations of a particular area, detailed major roads and calculate the distances from one place to another.

Location-based services (LBS), a component of digital mapping, have emerged as one of the most influential areas within South Africa's information technology (IT) industry. Mapping services such as asset tracking, fleet management, vehicle tracking and recovery and navigation were just the fountainhead. Location-based marketing is now also beginning to play an increasing role with approximately 34% of small and medium enterprises (SME's) in South Africa using the service.

Introducing WayTag

Active members of the Mobile Marketing Association (MMA), mapIT, are excited about the release of WayTag, which is expected to simplify and revolutionise LBS. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix.

The organisation is very diverse and its members include agencies, advertisers, hand held device manufacturers, wireless operators and service providers, retailers, software and services providers, as well as any company focused on the potential of marketing via the mobile channel. Together they collaborate to promote, educate, measure, guide and protect the mobile marketing industry worldwide.

"WayTags will not only improve navigation and tracking for individuals and businesses but also their efficiency, productivity and security." says MMA country manager, Hawa Omar.

What does it do?

A WayTag is a free, permanent, one worded location identifier that moves with the end user. The concept was started in 2009 and reduces long and complicated address systems and it can be easily shared via text and SMS. These addresses can be used for individuals, businesses and locations (e.g. Jane's House) that can be looked up on any WayTag-enabled map or navigation service.

It was developed using the TomTom LBS App Programming Interface (API) which provides maps, routing and search capabilities to direct people easily to your location. A WayTag will mark your location much like an IP address marks a virtual location on a computer and, when available, will be free to download on both Android and iOS apps.

"I believe that WayTag uptake will be huge and that it will be a fantastic catalyst for location-based services." Louw commented on Waytag's predicted popularity.

The company will also be announcing some new partnerships with regards to indoor navigation at two media briefs on the 22 and 24 January 2013.

For more, go to www.mmasa.org or www.mapIT.co.za.

ABOUT YUSUF BEGG

Yusuf Begg is currently working as part of the MMA SA team (Mobile Advertising Association of South Africa) to establish mobile as an indispensable part of the marketing mix and to promote, educate, measure, guide and protect the mobile marketing industry worldwide. Contact Yusuf on ybegg1983@gmail.com and follow @D1g1boyB on Twitter.

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