

Location Sciences Group PLC

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Location Sciences upbeat as anti-fraud platform impresses at trade show

Geographical profiling specialist Location Sciences Group PLC (LON:LSAI) has made a good start to 2019 with an especially strong interest in its Verify anti-fraud service.

Verify, a platform that checks that data about consumers' locations is bonafide, was soft-launched at the CES show in Las Vegas in January.

READ: Location Sciences brings big data to bear on consumer movements Paid-for trials are now underway with US brands, agencies and location intelligence data providers, said Location Sciences, with the expectation they will lead to lead to "always-on" contracts.

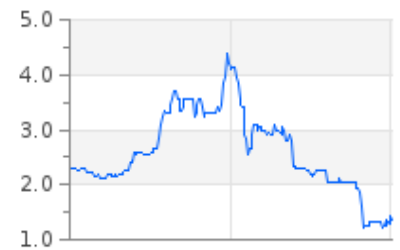
Mark Slade, Location Sciences' chief executive, said: "The speed at which brands and agencies in the US are willing to test Verify demonstrates both the awareness of location ad-fraud and the need for full transparency across their location-based advertising campaigns.

"The traction and interest in this new disruptive technology set us up for an extremely positive year ahead."

Price: 1.351

Market Cap: £5.01 m

1 Year Share Price Graph



January 2019 July 2019 January 2020

Share Information

Code: LSAI

Listing: LSE

52 week	High	Low
	4.32	1.2

Sector: Software & services

Website: www.locationsciences.ai

Company Synopsis:

Location Sciences helps companies connect the online world with the offline world using mobile location technology data. We combine cutting-edge mobile location data collection with proprietary machine learning analytics to create new value and insights from location information.

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