

# Location Sciences Group PLC

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## Location Sciences says Google's Android 11 should positively impact adoption of Verify technology

Location Sciences PLC (LON:LSAI) said the upcoming launch of the Google mobile device operating system Android 11 should have a positive impact on the adoption of Verify, the UK company's location verification technology.

The company's whitepaper *The State of Privacy and Location Marketing*, released last month, "shows the plethora of reasons shareholders should be optimistic on the impact of tighter privacy legislation in the mobile world, which reduces the availability of high quality location data and increases the propensity of fraud", Location told investors.

Responding to a fall in the share price, chief executive Mark Slade added: "The launch of Android 11 will drive a further decrease of already scarce high-quality location data as well as an increase in the use of poor-quality and fraudulent location data.

"We see this as a tremendous opportunity for Location Sciences to drive the adoption of Verify across the AdTech ecosystem and be part of the solution which drives ROI for advertisers."

**Price:** 0.5

**Market Cap:** £2.67 m

### 1 Year Share Price Graph



### Share Information

**Code:** LSAI

**Listing:** LSE

<b>52 week</b>	<b>High</b>	<b>Low</b>
	<b>4.32</b>	<b>0.38</b>

**Sector:** Software & services

**Website:** [www.locationsciences.ai](http://www.locationsciences.ai)

### Company Synopsis:

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

[action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

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