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**Silicon Valley Leader and Seasoned Executive, Professor Hermann Eul, Joins Locata Advisory Board**

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Locata Corporation, the company spearheading development of radically new wireless positioning and timing technology, has great pleasure in announcing that [Professor Dr. Hermann Eul](#) has joined the Locata Advisory Board, effective immediately. Professor Eul brings to this position a wealth of technical, industry and leadership experience, gained through many years in the most senior executive roles, including his recent role as Intel's SVP, and previously within Siemens and Infineon. Professor Eul will be leaving Intel on August 1<sup>st</sup> 2016. This Advisory Board position ensures his experienced counsel is readily available to Locata management as the company now moves to a stage of rapid global growth.

"I am delighted, on behalf of the Board, shareholders and the staff of Locata, to welcome Hermann to our team", said Nunzio Gambale, Locata's CEO. "From the first time I spoke to Professor Eul, I knew that his skill, experience and extensive industry network would be of enormous help to our company as we launch our roadmap for growth into many new markets. It was a truly great day for all of us when he accepted my invitation to join Locata's Advisory Board."

Professor Eul said: "I am glad and honoured to join Locata as an advisor. When I first looked at Locata technology I immediately got excited about many aspects I saw. Anyone who wishes to study Locata closely will also quickly understand what I learned... Locata has superior solutions for two of the most fundamental and difficult challenges which face radio systems in the 21<sup>st</sup> Century - synchronization and multipath. Their technology is already very mature and it obviously works extremely well for the position, navigation and automation applications Locata addresses today. As Locata's long list of technology partners begin to bring Locata-enabled products to their global markets it promises rapid near-term growth for the company. However, even more so, I am thrilled by the capabilities Locata is developing which could revolutionize many other markets once the core technology gets transferred to an ASIC (chipset)."

New Locata-based products are already enjoying success in demanding applications for industrial markets like mining, construction, container port automation, the military, NASA, and more. Locata is, however, now also coming close to finalizing a chipset (ASIC) baseband design which will drive miniaturization of its current "professional, industrial-scale" technology into much smaller, less expensive devices. This will allow Locata's technology partners to create powerful new products for huge global markets like warehousing, UAV's, automobile automation, first responders, indoor positioning - and ultimately for mass-market IoT, mobile phone, and telecoms networks.

It is clear that Professor Eul's background is uniquely applicable to help guide Locata's technology roadmap. He is currently an Intel Corporate Vice President, and from 2011-2015 he was President and Managing Director of Intel's Mobile and Communications Group. Prof. Eul joined Intel when it acquired Infineon's wireless solutions business, where he was a Member of Infineon's Management Board. Also at Infineon Technologies, Prof. Eul held positions responsible for R&D and technology as Chief Technology Officer and for sales and marketing as Chief Marketing Officer. Before that he was President of Infineon's Communication Business Group, and from 2005-2011 he also served as Executive Vice President and a member of the Infineon Board. Previously, beginning in 1991, he had spent 8 years at Siemens leading R&D, engineering and deployment groups responsible for the development of the first GSM cell phone base stations and the installation of the first mobile phone networks throughout Europe.

Prof. Eul earned a Bachelor's Degree in Electrical Engineering from Koblenz University (Germany). A Master's Degree in Electrical Engineering and then a PhD in Engineering followed from Bochum University (Germany). At Hanover University Hermann Eul held a full professorial chair for Radio Technology and Transmission Systems, followed by an avocational professorship while returning to industry full time.

"You simply cannot find a better CV for an advisor to help us roll out Locata technology into a chipset and then into mobile phone networks", said Mr. Gambale. "Most importantly for us, Prof. Eul 'gets it'. There's no question Locata is radically new, and hence radically different. Our new timing technology is such a *fundamental* technology advance that it often baffles engineers and companies locked into traditional GPS thinking, which has always been based upon timing from incredibly complex networks of atomic clocks. Prof. Eul's background prepared him to quickly recognize that a company which can replicate the functions of the \$20+ billion constellation of GPS satellites – by synchronizing our network to trillionths of a second *without using any atomic clocks* – has invented something innovative, important and immensely valuable. He also knows Locata is the only company on earth that can do this. [A recent USAF press release](#), where the US military detail how Locata can replace cm-accurate GPS across a vast area when GPS is being deliberately jammed, is the latest undeniable proof point. Locata is clearly a game-changer."

Professor Eul said "I look forward to working with Nunzio, Locata's inventor David Small, and their team, to help roll out great new technology they can really be proud of. I can easily imagine next-generation 5G mobile phone networks adopting the accuracy of timing and synchronization Locata has invented, and which [the US Government recently proved in independent trials in Washington DC](#) to be '*significantly better than any other known wireless synchronization technology, including GPS*'. This unique level of synchronization could enable unprecedented gains in the capacity and capabilities available from mobile phone systems, globally. From what I've learned Locata can make that happen *today*. So I'm sure that Locata could soon be the lynchpin which can unleash tremendous economic and technical value for mobile phone, telecom and IoT markets. I'd like to be part of the team that sets off that revolution."

### About Locata

Locata Corporation has invented new radiolocation technology which gives precise positioning in the many environments where GPS is either marginal or unavailable for modern applications. Early adopters of Locata technology include open-cut mining, construction, the military, structural deformation, container port automation and warehousing markets. Locata provides partners with the totally unique ability to replicate a GPS satellite constellation locally – *on the ground*. Locata calls this "**Your own GPS**".

Locata networks provide independent GPS-style performance because Locata's patented **TimeLoc** technology enables the network to autonomously synchronize transceivers to the picosecond level

(i.e. a trillionth of a second) *without* using any atomic clocks or external aids. This is an amazing, totally unprecedented technical breakthrough that allows Locata to provide the “holy grail” of positioning: cm-level accuracy without *any* external assistance. **Locata is the only technology in the world that can do this.** For more information, visit: [www.locata.com](http://www.locata.com)

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