

PRESS RELEASE**For immediate release***Prague, 18 December 2018***Galileo: 2 years after Initial Services, Accuracy Matters more than ever!**

December 16 marked two years since the launch of [Galileo Initial Services](#). Timed to coincide with this milestone, an ‘Accuracy Matters’ campaign aims to increase public awareness of Galileo’s successes over the past two years and highlight the added value that Galileo brings to the mass market.

Did you know that Galileo is already improving the GPS signal that your smartphone receives, giving you extra accuracy and precision? Most people are unaware that they are already benefitting from Galileo, but this is about to change!

The new ‘Use Galileo. Accuracy Matters’ campaign focuses on the fact that today “Accuracy Matters” more than ever before for the latest location-based applications and services. The initiative features a series of short video clips that give an entertaining glimpse of everyday situations where ‘Accuracy Matters’ to anyone using location data on their smartphones.

“While industry is already very aware of the benefits that Galileo’s increased accuracy offers, the general public are perhaps not so aware, so increasing awareness of Galileo and its benefits is high on our agenda,” said European GNSS Agency (GSA) Executive Director Carlo des Dorides. “The Accuracy Matters campaign aims to show Europeans how Galileo is improving their lives in countless ways.”

The ‘Accuracy Matters’ campaign video clips can be viewed on a dedicated [YouTube channel](#). The clips will be released in all EU languages and promoted on the Internet and through social media.

Milestone after milestone

A number of milestones with major significance for the Galileo programme have been reached since the launch of Initial Services in December 2016. In September 2017, semiconductor developer Broadcom announced the launch of the world’s first mass-market, dual frequency GNSS receiver for smartphones - the BCM47755. This was followed, in June 2018, by the launch of the first dual frequency smartphone – the Xiaomi Mi 8.

According to the latest figures, over 500 million devices - most of them the latest smartphone models - are already Galileo-enabled. This new campaign aims to make users of these devices aware of the benefits that they can enjoy thanks Europe’s investment in the Galileo programme.

Accuracy is particularly important when it comes to emergency response, and Galileo’s

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increased accuracy is a key enabler in this area too. As of 31 March 2018, all new car and light van models sold in the EU have to be fitted with Galileo-enabled eCall devices that automatically alert rescue services in the event of an accident, sending their position. A mere six months later, in September 2018, the first eCall-enabled car, the Volvo V60, was presented to the market.

Do you have Galileo in your pocket?

Do you know whether your phone or device is Galileo-enabled and whether you are already benefitting from Galileo's added accuracy? To find out, check the devices that are already Galileo-enabled here: UseGalileo.eu.

About the European GNSS Agency

As an official European Union Regulatory Agency, the European GNSS Agency (GSA) manages public interests related to European GNSS programmes. The GSA's mission is to support European Union objectives and achieve the highest return on European GNSS investment, in terms of benefits to users and economic growth and competitiveness.



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