

FirstNews Briefs: AT&T, SFX Entertainment, T-Mobile, Lutron, Cricket

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AT&T plans to pilot a new service that arms companies with the ability to confirm the location of participating customers who opt-in to advanced protection against fraud when they travel internationally. AT&T plans to make the new Location Information Services capability available in more than 150 countries. The company will begin a pilot this summer, and expects to deploy the service to enterprise customers later this year.

SFX Entertainment, Inc. and **T-Mobile US, Inc.** today announced an extension of their marketing alignment with an 18-month program focused on building a cultural connection with the millennial audience through investments in festivals, media and custom events.

Lutron Electronics, a manufacturer of wireless lighting and motorized shades, announced the introduction of the Lutron Smart Bridge and the Lutron app — its smart, connected home mobile solution. This product is a wireless bridge and software application that connects Lutron's Caséta Wireless dimmers, Pico remote controls, Serena remote-controlled shades, and other third-party devices, while providing home control from any iOS or Android-based smart phone or tablet.

Cricket Wireless announced the **LG Optimus L70TM**. Starting this Friday, June 6, for a limited time the phone will be available both in stores and online at \$49.99 after a \$50 mail-in-rebate Cricket Visa Promotion Card.

Source URL (retrieved on 01/26/2015 - 10:29pm):

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