



## Press Release

### Webraska unveils Webraska Navigation 7

**This new version is presented at the Mobile Office Exhibition in Paris (5-7 Dec. 2006)**

Paris - December 05, 2006

Webraska, a leading provider of mobile GPS navigation solutions and high-end geospatial software platforms for wireless carriers and major service providers worldwide, today announces the launch of Webraska Navigation 7, the latest version of its satellite navigation service for mobile devices.

Major operators such as Orange and Vodafone are already offering Webraska's navigation solutions in Europe. The new version, Webraska Navigation 7, dramatically enhances the application's user-friendliness and dynamic functions integration.

#### User-friendliness

Webraska Navigation 7 presents a fully re-designed user interface. All menus have been renewed to feature even more attractive and intuitive 3D icons. A 3D view function for maps is now available as well, offering a bird's eye view of the itinerary map and most realistic representation of the route ahead.

#### Dynamic functions

Webraska Navigation makes use of IBDN® technology, Webraska's 'off-board' patented technology that makes it possible to implement dynamic functions unmatched by traditional satellite navigation systems.

Users looking to work out routes can rely on Webraska Navigation to take into account current traffic conditions on each road segment and hence deliver optimised routes according to traffic conditions. In addition, due to Webraska's exclusive Smart Traffic Update function, traffic conditions are automatically checked by the application - at a frequency ranging from five to sixty minutes - in order to generate traffic alerts and propose alternative routes where necessary.

As with version 6, Webraska Navigation 7 provides access to the latest pan-European NAVTEQ maps which are updated every three months, as well as to speed camera locations which are updated monthly.

Webraska Navigation 7 additionally features:

- Automatic access to Directory assistance, IVR and call centre services to facilitate address search and entry. Users can vocally request an address look-up, benefiting from the huge database of records in residential and business listings managed by the service operators. Once a look-up is completed, the relevant address is sent to the mobile device by SMS and triggers an automatic guidance towards the destination.
- Enriched Point of Interest (POI) search capabilities, including the integration of rich-content data beyond the NAVTEQ data base, such as city guides, restaurant guides and other buyers' guides with multi criteria search capabilities including guide ratings. These content data points are updated in real time so that information is always accurate. Premium access with associated access charge can also be implemented if required.

#### Map mode

Webraska Navigation 7 features a brand new Map around mode allowing users to display both a vector map around any address, or around their active GPS position, that can be zoomed into and panned. The Map around mode proves particularly useful to pedestrians and users walking to their destination when having parked their car.

Webraska Navigation thus offers adapted solutions to the users' needs :

- Set up a route - "What is the best route to drive, ride or walk to this address?"
- Display a map - "Where am I ?"
- Search for a point of interest or a business address, either by using the application search menu or by calling a call centre - "What is the closest business fitting my criteria - price range, opening hours, reputation - and how do I go there?"

Webraska Navigation 7 is available for mobile devices running Microsoft Windows Mobile for Pocket PC and will be progressively rolled on a wide range of devices running Symbian series 60 and UIQ as well as Windows Mobile for Smartphones. A specific version for BlackBerry devices comprising most of the 7 version features is also available.

Webraska Navigation 7 is being demonstrated at Mobile Office (stand #D52, Palais des Congres, Paris) on devices such as the Sony Ericsson M600, Orange SPV M3100 and HTC Artemis.

### **About Webraska**

Webraska is one of the leading providers of mobile GPS navigation solutions and high-end geospatial software platforms for wireless carriers and major Internet service providers worldwide.

Webraska's customers include Yahoo! ,Orange, Vodafone, Sensis/Telstra, Toyota, Nextel, Intelematics, Raywood, Punch Telematix and Groeneveld.

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