



## **Webraska introduces Webraska Inuk for user generated content**

### **Webraska's new Web 2.0 initiative to be fully compatible with Webraska Navigation for GPS mobile phones**

### **Webraska Inuk will be demoed at the 3GSM World Congress on the NAVTEQ stand (Hall 1 #G45, Barcelona 13-15 Feb 2007)**

**Paris - January 29, 2007**

Webraska, a leading provider of mobile GPS navigation solutions and high-end geospatial software platforms for wireless carriers and major service providers worldwide, is pleased to announce the launch of Webraska Inuk, its new platform designed to allow location-based service operators to support user-created dynamic content.

Webraska Inuk is a powerful and flexible platform enabling service operators, content providers, business users and end-users to dynamically integrate, location-enable, manage, update, and distribute large data bases of content-rich data.

Webraska Inuk is ideally suited for:

- Telecom operators, Directory Assistance, Internet portals and other service providers owning large content data bases that require daily dynamic update and automatic maintenance.
- Content providers such as tourist or city guides providers or event organizers who wish to share their content with all users of Webraska Navigation, Orange Navigation, Orange SatNav, Vodafone Navigator, WhereIs Navigator, or other Internet or mobile applications.
- Business users who need to update and share locations and addresses at any time with all their mobile employees, exclusively.
- Consumer service operators such as Mobile Operators wishing to offer rich content, location-enabled advertisement and Web 2.0 services around GPS navigation and other location-based services.

"Webraska Inuk is fully in line with the new generation of web services referred to as Web 2.0 by empowering end-users to post their own geo-referenced content, update it, share it and even sell it if they wish to all users or to a specific group of users", confirmed Jean-Michel Durocher, founder and Executive VP of Webraska.

"By solving the problem of indexing spatial content in real-time and by making it easy to manage and share user-created content, Webraska improves the richness of the information that can be offered in a timely and customised manner, for the benefit of all: advertisements can be tailored to the location of mobile subscribers, enterprises can immediately share addresses and locations to all their mobile employees, events can be reported instantaneously, news can be published and localized live, communities can share information pertinent to their interest, content providers can distribute their content exactly when and where their customers need it," added M. Durocher.

Pilots are currently being conducted prior to commercial launch scheduled towards the end of the first quarter 2007.

## **About Webraska Inuk**

Webraska Inuk has been designed and developed with maximum performance, flexibility and reliability in mind for the benefit of service providers:

- It offers the capability to define groups of users and multiple content categories and to decide what groups have access to what content.
- It is both robust and fully scalable thanks to its peer-to-peer architecture that can be scaled according to the amount of data managed.
- It is compatible with multiple content data types (addresses, events,...): it uses W3C standard RDF data model and schemas allowing to define adapted data description formats.
- It is fully decentralised and asynchronous: content data may be provided by multiple contributors; data updates can be committed any time automatically or manually, by any contributors at any frequency.
- It provides developers with standard APIs so that service providers may easily deploy their own applications with a user friendly web based interface and an administration tool to implement restricted or premium access.
- It allows applications to location-enable content data and can directly be interfaced with Webraska's SmartZone Geospatial Platform (SGP).
- It offers multiple ways to retrieve content data: it performs spatial, temporal, text and phonetic indexing in real-time so that it can immediately be available for local searches, and offers configurable content data description to search for content by type and attributes.

Webraska Inuk is fully compatible with Version 6 and Version 7 of Webraska Navigation.

## **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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