

## Media Release



### Webraska provides location aware upgrade for Orange UK

Maisons-Laffitte, France & London, UK - December 6, 2001

Webraska, the worldwide provider of location-based services and telematic software solutions, today announced that it is to supply Orange UK, the UK's most popular mobile phone service, with upgrades to its existing multi-media location-based services. The enhanced services are available to Orange UK's WAP subscribers from 6 December 2001.

Orange UK's initial range of WAP location-based services were launched just over a year ago, featuring location-enabled content such as:

- Orange Directory: a location-relevant business directory (nearest pub, restaurant, cinema etc.);
- Cash Machine Finder: find the closest cash point;
- Hotel Finder: search for hotels by brand or type;
- Emergency Services: search for the closest hospital, police station, garage, etc.;
- Driving Directions: get directions to your search result or other location;

The upgraded service offered by Orange UK now allows the user to be automatically located by the network rather than typing in the address themselves. It uses the latest features from the Webraska SmartZone(tm) Application Platform, such as Location Refinement (Patent Pending). When a user asks the network to locate him, the service can match pre-defined locations, e.g. home, office, train stations and so on, to particular cellular base stations, giving the most relevant destination relative to the user's geographic position. In addition, the enhanced service can highlight which main streets are near to the user or provide a full list of all the streets so the user can easily pick the exact street he or she is on.

In September 2001, AirFlash Inc. and Webraska Mobile Technologies merged. The combined company, called Webraska, will also provide a set of custom WAP LBS applications to Orange UK in the United Kingdom based on the Webraska SmartZone Application Platform over the next few weeks.

"This Location Aware enhancement to Orange UK's Location Based Services will enable customers to 'find their nearest...' even more easily. Orange Customers now have the option to be automatically located eliminating the need to enter an address themselves," said Rob Furness, Head of OrangeDot, Orange UK. He added: "We are pleased to continue working with Webraska and look forward to announcing new services early next year which will take full advantage of this addition to our Location Based Services portfolio."

"By integrating the SmartZone Platform and LBS applications with the Orange UK network positioning system, Orange UK customers will find the LBS services such as "Where's My Nearest" and "Travel" even easier to use," said Kenneth Hart, head of global accounts for Webraska in London. "Webraska is pleased to continue to work closely with Orange UK, and drive adoption of leading location based services for the UK mass market."

#### About Webraska

Webraska, the worldwide provider of wireless navigation services and technologies, and AirFlash, a leading provider of location-based technologies and services for network operators and wireless service providers, have merged to create a global leader in LBS (Location-based Services) applications and application development solutions. Webraska provides the advanced software solutions required to develop, integrate and deploy location-based and telematic services. Webraska's carrier-grade offering includes the SmartZone Wireless GeoSpatial Platform (tm), the SmartZone(tm) Application Platform, the patented and award-winning in and outside the car navigation solution, IbDN® Lite, and over 20 other ready-to-deploy market-proven applications such as BuddyFinder and M-vite.

Webraska has headquarters in Silicon Valley and in France, as well as offices around the world. The company currently powers the LBS and telematics offering of leading service providers in four continents, including Blu, E-Plus, Pacific Access, Orange, Telecom Italia Mobile, and Viag Interkom,

and has partnerships with foremost technology providers including Borg, Ericsson, IBM, Nortel, Oracle, and SignalSoft.

For more information visit: [www.webraska.com](http://www.webraska.com)

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