



## Media Release



### **Webraska Announces Availability of BREW™ -Based "Maps & Directions Application**

### **Powered by Webraska's SmartZone Geospatial Platform, gpsOne™ Assisted-GPS-Enabled Applications to be Demonstrated Live in the QUALCOMM Booth at ITU Telecom World 2003**

**Paris, France - 13 October, 2003**

Webraska Mobile Technologies, the pioneering provider of integrated wireless location-based services (LBS), telematics applications, navigation and mobile enterprise solutions, today announces the availability of the Webraska "Maps & Directions" application for QUALCOMM's Binary Runtime Environment for Wireless™ (BREW) platform. Live demonstrations of the application will be shown at the International Telecommunication Union (ITU) Telecom World 2003 conference in Geneva, Oct. 12-18 in QUALCOMM's booth #205 (Hall 1) at the Geneva Palexpo in Geneva, Switzerland. Webraska will also demonstrate examples of Friend Finder and Mobile Information Directory applications enabled by QUALCOMM's gpsOne™ Assisted-GPS wireless location system, and powered by Webraska's Smartzone™ Geospatial Platform (SGP), at the show. gpsOne is the world's most broadly deployed precision location system for mobile phones.

Webraska Maps & Directions is an integrated, easy-to-use application combining proximity-based point-of-interest searching and a personal address book with driving and walking directions and map display. Users can also share Maps & Directions information via SMS or Email directly from the application. Webraska has leveraged its years of experience developing and deploying mobile Location-Based Services (LBS) applications to provide the best mix of content, functionality and usability. "Maps & Directions" is an ideal application for visitors to an unfamiliar city who are seeking dining, entertainment, accommodations, or other travel-related services.

"Webraska believes that client-side applications will be a major factor in taking the mobile applications market to the next level," said Barry Glick, Webraska CEO. "Performance, functionality and the overall user experience of our Maps & Directions application are all enhanced using the BREW platform. As the leading turnkey ecosystem for development and deployment of client-side applications, the BREW system is an excellent fit with our own product strategy. Location-Based Services enabled by QUALCOMM's gpsOne precision wireless location solution make this type of application even easier to use and more powerful."

"It is a tremendous opportunity to work with Webraska to combine the functionality of the BREW platform, the capabilities of LBS enabled by gpsOne and Webraska's expertise in this space, for the development of location-based applications," said Johan Lodenius, senior vice president of European business relations, QUALCOMM Internet Services. "The ability to provide users with compelling content that leverages the major benefit of a wireless device - mobility -- is a huge benefit for operators."

#### **About BREW**

QUALCOMM's BREW system provides products and services that connect the mobile marketplace value chain, which includes application developers, publishers, content providers, device manufacturers, operators and consumers. Publishers and developers worldwide are generating

revenue from BREW-based applications and content, and 18 manufacturers have offered more than 90 BREW-enabled device models to consumers. BREW is successfully enabling the commercial wireless data services of many very successful operators, including Verizon Wireless, ALLTEL, Midwest Wireless and U.S. Cellular in the United States, China Unicom, KDDI in Japan, KTF in South Korea, Telstra in Australia, VIVO in Brazil and BellSouth International in Colombia.

QUALCOMM's SnapTrack®-enhanced gpsOne™ hybrid Assisted-GPS (Global Positioning System) technology combines cellular network and GPS satellite information to pinpoint the position of a mobile phone - indoors and outdoors. gpsOne is integrated into most QUALCOMM MSM chipset products for UMTS/GPRS/GSM and CDMA 2000. Millions of mobile phone users in Japan, Korea, and China are taking advantage of new gpsOne-enabled services such as find-a-friend, mobile direction finding, and locating lost children, while in the US, gpsOne-equipped phones are helping public safety centers locate people making 9-1-1 (1-1-2) emergency calls.

### **About Webraska**

Webraska provides the advanced software solutions required to develop, integrate and deploy location-based and telematics services. Webraska's carrier-grade offering includes the SmartZone™ Geospatial Platform, the SmartZone™ CallCenter Framework, award-winning SmartZone™ Navigation Suite and the SmartZone™ Wireless Application Suite including CityGuide, BuddyFinder, RoutePlanner and MapViewer.

Webraska has its worldwide headquarters in Paris, France, and offices in North America and around the world. The company currently powers the LBS and telematics offering of service providers in four continents, including Bell Mobility, E-Plus, Sensis (Australia), Telecom Italia Mobile, O2, Vodafone Live! and Orange, and has partnerships with leading technology and content providers including Ericsson, HP, IBM, NavTech, Nokia, Nortel, Openwave, Siemens and SAIC-Telcordia.

Webraska has long been recognized as a leading player in the location-based services and telematics worlds, winning awards from Unstrung Magazine, TIME, Business Week, Tornado Insider and Frost & Sullivan.

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

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