



## Media Release

### O2 Germany Selects Webraska's SmartZone Navigation

#### **Webraska selected by O2 Germany to provide real-time GPS and voice-enabled turn-by-turn navigation for PDA.**

Paris and Munich, July 2003

Webraska Mobile Technologies, the pioneering provider of integrated wireless location based services (LBS), telematics applications, navigation and mobile enterprise solutions today announces that SmartZone Navigation for PDA has been selected by O2 Germany.

SmartZone Navigation for PDA is an off-board, GPS-enabled real-time navigation application for Pocket PC platforms providing turn-by-turn voice instructions synchronized with an easy-to-use graphical user interface. "There is no question that wireless navigation presents a significant complementary revenue opportunity for wireless carriers ", says Barry Glick, CEO of Webraska. "Webraska is uniquely placed to help them exploit this opportunity, thanks to our unrivalled experience developing and deploying navigation solutions to the telecom and telematics sectors."

A key factor influencing their selection of Webraska was the company's track record in the provision of similar solutions to device manufacturers, integrators and telematics service providers in Europe, North America and Latin America.

Lutz Schüler, Senior Vice President Product Management & Strategy O2, said: "Our market research reveals significant demand for navigation, from individuals not ready to pay for a high-end in-car navigation system. O2's decision to launch such an offering for the xda provides these individuals with a flexible high-performance, "value for money" alternative to traditional solutions."

The so-called "xda NaviKit" routes the driver through city traffic and calculates the optimal route on short or long-distance trips inside Germany. O2 customers who have the xda CarKit installed in their car, can do hands-free phone calls on the xda while using the real-time navigation service at the same time. The "xda NaviKit" costs 399,95 Euro. During the first 12 months, usage of the xda NaviKit is free. Later the service is charged 19,99 Euro per month including all necessary GPRS-connection fees. The xda is a Pocket PC platform.

Based on Webraska's patented Internet-based Distributed Navigation® (IbDN®) technology , the SmartZone Navigation solution as selected by O2 provides a turn-by-turn

navigation service optimised with traffic information delivered through voice-instructions and easy-to-read graphics.

### **More About SmartZone Navigation**

Internet-based Distributed Navigation® (IbDN®) has established a reputation as one of the most effective technologies powering real-time navigation software solutions. It enables dynamic extraction of cartographic corridors from remote servers and high-speed transmission to mobile or embedded devices over cellular networks. Optimized mapping corridors and high compression enables data download to remote terminals within seconds. GPS and voice enabled driving directions are initiated as soon as the download starts and the connection is dropped once data transfer is completed.

Webraska has developed several off-the-shelf turn-by-turn navigation applications for PDA and SmartPhones, named SmartZone Navigation, using and integrating its patented IbDN® technology, the graphical user interface of the application remaining fully customizable

### **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, 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, Nortel, Openwav, 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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