

NAVIGON Launches Windows® Phone On-Board Navigation for North America *MobileNavigator Transforms Windows Phones into Full-Service Navigation Devices*

CHICAGO, IL. and Las Vegas, NV (January 7, 2010) — NAVIGON, the leading innovator in the global navigation market, today announced a North American version of its on-board navigation software for Windows® phones. MobileNavigator converts Windows enabled phones into navigation devices comparable to stand alone solutions.

Following the successful launch of its iPhone navigation app, MobileNavigator, NAVIGON now expands its smartphone offerings in the North American market with the launch of a Windows phone application. “Navigation on smartphones is growing at an exponential rate and NAVIGON is committed to our promise of delivering premium navigation software for several mobile platforms in North America,” said Michael Roach, NAVIGON’S president for the Americas. “Our long standing experience points out on-board navigation, such as ours, is the preferred and most reliable way to navigate.”

On-board navigation saves the total map material on the device and relies on the GPS receiver as well as the pre-loaded maps making it fully functional when no cell phone signal is available. Off-board navigation, in comparison, is dependent on cell phone connections, and must constantly download map data. Therefore, no cell signal renders navigation useless or interrupted until a connection is made. In addition, users often have to pay subscription fees for off-board navigation and are forced to subscribe to data plans, which can add further monthly costs. According to the latest market data from Canalys, NAVIGON is the industry leader of on-board/perpetual navigation solutions for mobile phones in the U.S. with a market share of 23 percent.

“Microsoft is pleased to see NAVIGON bring its on-board navigation software to Windows phones,” said Jason Lim, director of ISV and developer experience at Microsoft. “Simply put, MobileNavigator makes it easy for people to find their way at any time while using a Windows phone.”

The Windows phone software includes many of NAVIGON’s hallmark navigation functions not found in other systems such as Reality View™ Pro, Lane Assistant Pro, Speed Assistant and Day & Night Mode. It also features NAVIGON’s sophisticated and elegant map views including branded POIs along the route.

Key features of the NAVIGON MobileNavigator for Windows phones:

- **Reality View™ Pro** (on devices with landscape format support) displays photo- realistic 3D views with actual road signs and lane guidance for virtually every highway interchange and exit drivers will encounter.
- **Lane Assistant Pro** helps drivers prepare to make an upcoming exit or turn by providing a lane map complete with arrows and actual road geometry.
- **Text-to-speech** announces street names in addition to turn-by-turn directions. Instead of only stating “turn right”, the app informs the user to “turn right on to ‘Main Street’”, enabling the driver to further concentrate on the road ahead and not become distracted looking for street signs.
- **Speed Assistant** with adjustable audio-visual warning.
- **Day & Night Mode** for map display.
- **Direct Access** allows navigation to contacts saved in the phone's address book.
- **Route Planning**

- Branded POIs and POIs along the route
- 2D and 3D map view.
- Automatic switch between portrait and landscape format.
- Intelligent address entry.
- Real signpost display.
- GPS simulation in tunnels

The NAVIGON solution sells for \$89.00 and is equipped with maps of North America (US, Canada, Hawaii and Puerto Rico) from NAVTEQ®. It will be available for a promotional price of \$69.00 until February 14, 2010 at Pocketgear.com and Smartphone.net within the next week; with more retailers to follow.

CES 2010

Visit us at the International CES 2010 in Las Vegas. NAVIGON will be showcasing its latest products at the NAVTEQ booth (South Hall 4, booth #36226).

About NAVIGON:

NAVIGON AG is a world-leading manufacturer of navigation systems. With its own portable navigation systems, and thanks to its partnership with reputable consumer electronics manufacturers, NAVIGON stands for high-quality GPS navigation PNDs and mobile phones. NAVIGON also provides professional navigation solutions such as driver-assistance features for the automotive OEM market. NAVIGON was founded in 1991, and employs over 400 workers in locations in Asia, Europe and North America. – NAVIGON. And the world is yours.

For more information, please visit: www.navigon.com.

You will also find NAVIGON on the following platforms:

Twitter: www.navigon.com/twitter_us

Facebook: www.navigon.com/facebook

Flickr: www.navigon.com/flickr

Youtube: www.navigon.com/youtube

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