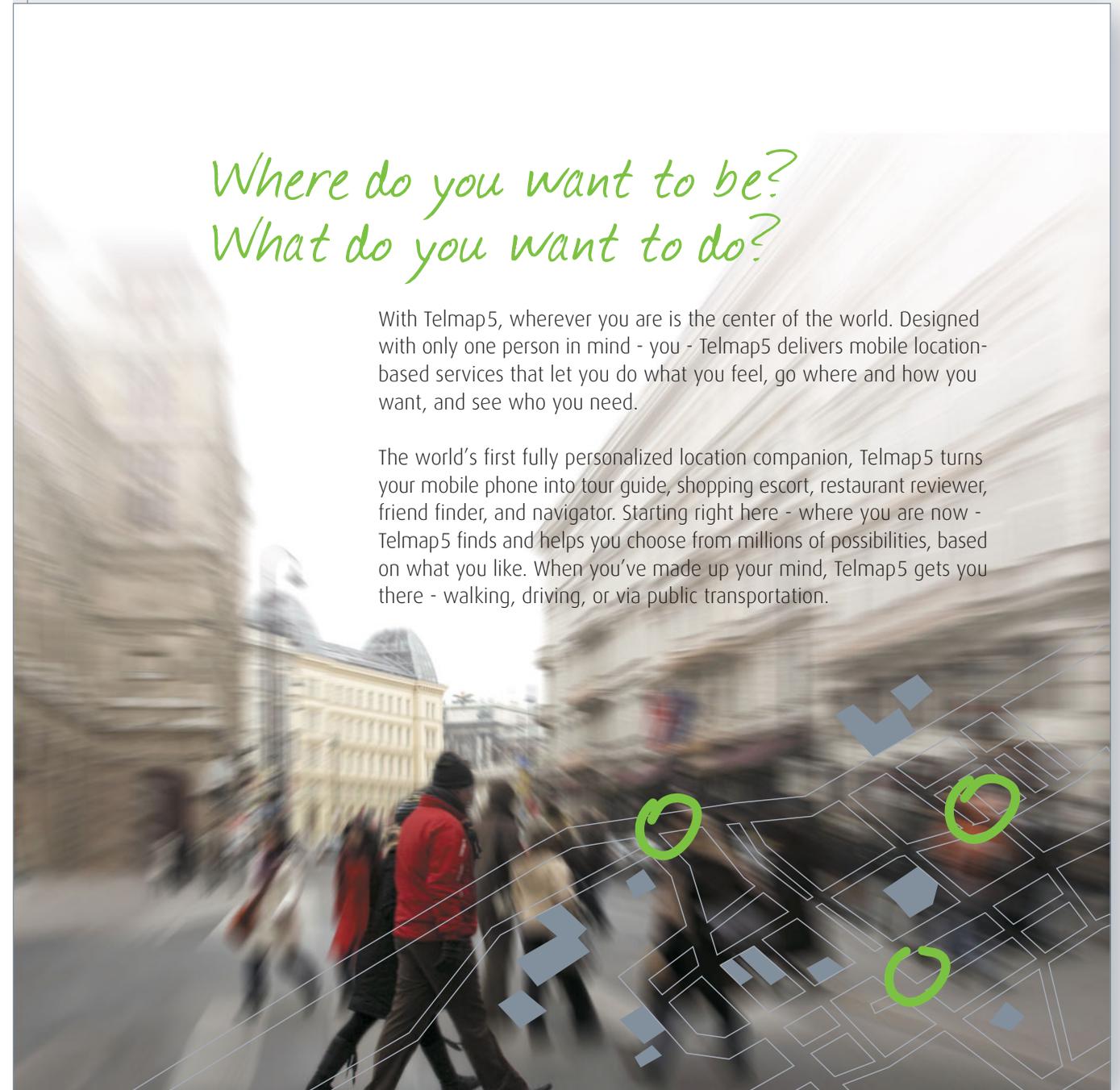# TELMAP

5

Where do you want to be?
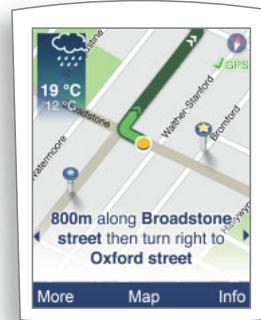What do you want to do?

Where do you want to be?
What do you want to do?

With Telmap5, wherever you are is the center of the world. Designed with only one person in mind - you - Telmap5 delivers mobile location-based services that let you do what you feel, go where and how you want, and see who you need.

The world's first fully personalized location companion, Telmap5 turns your mobile phone into tour guide, shopping escort, restaurant reviewer, friend finder, and navigator. Starting right here - where you are now - Telmap5 finds and helps you choose from millions of possibilities, based on what you like. When you've made up your mind, Telmap5 gets you there - walking, driving, or via public transportation.

Your Personal Journey Begins with Telmap

Explore

With Telmap5, exploring the secrets of the world around you has never been simpler.

Active Search™ - new and exclusive to Telmap5, location-relevant results with a revolutionary single-line keyword search, wizard flow, fuzzy matching and auto-complete

Real-time Maps - vivid and smooth high-resolution maps come to life with clickable POIs, on-map search, panning, zooming, and GPS or cell-ID self location

Local Content - local and user-relevant content, seamlessly aggregated and available based on operator-defined packages and user profile or preferences

Get there

Once you've found what you're looking for, Telmap5 - leveraging patented MOND™ technology - makes getting there, and enjoying the journey, easier.

Drive - the best in-car experience available today - 3D moving maps, multilingual turn-by-turn instructions, text-to-speech street names, traffic, and much more

Walk - unique pedestrian experience takes you where cars can't go, tracking walking progress, and self-locating even in GPS-limited environments

Ride - Telmap5 offers the only multi-modal Walk & Ride option - providing point-to-point pedestrian routing using public transportation - including full details of stations, lines, schedules and more

Connect

With Telmap5, sharing your personal experiences has never been easier. Share where you are, save personal content and pre-plan your trips on the web.

Location Sharing - save and share favorite places, routes, reviews and recommendations with friends via SMS or social networking sites

Personal Content - create and post location-specific content. Easily integrate content from other users into your personal locations

My Places - the Telmap5 online companion lets you explore new routes on the web, saving your favorite locations for web or mobile access

Experience

The first completely personalized search, mapping and navigation solution - Telmap5 lets you shape the way you experience the world.

Active Widgets™ - personalize your navigation experience, arranging and customizing a wide variety of pre-packaged, context-specific widgets on-screen to best suit your tastes

Location Based Advertising - real-time advertising with location and context relevancy delivers banners, sponsored search results, sponsored on-map POIs, and on-route notifications - all customized on the fly to current search and past behavior

Active Interface™ - new and exclusive to Telmap5, unique cross-platform GUI engine adapts content automatically to specific mobile platform, ensuring uniform and excellent quality of experience

An End to End Solution

Powered by the Telmap Location Platform, Telmap5 is a complete cross-platform client-server mobile navigation solution - including server (hosted or in-house), handset client, OMAP, rich API library (mapping, geocoding, routing, and content), and subscriber web companion for route pre-planning.

Uniquely suited to diverse client architectures, the Telmap Location Platform is built to serve every location services need - location management, mapping and routing, billing management, and service provisioning.
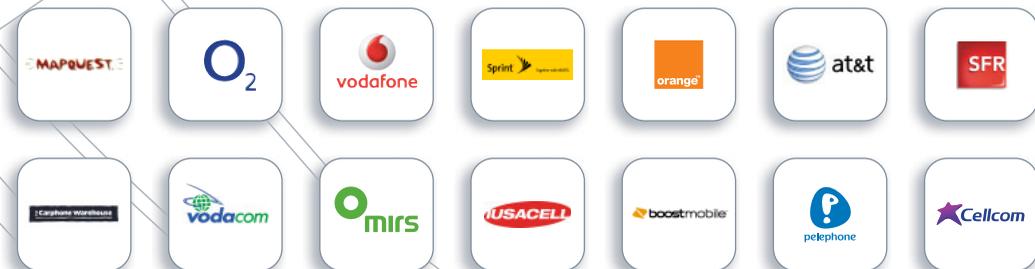
Open API

To further enrich your location-based offering, Telmap5's rich library of APIs lets you seamlessly include data from third-party applications, supplying targeted information in real-time based on subscriber location and profile. And, with tight backend integration with billing, provisioning, content, user experience and connectivity systems, backed by Telmap's experienced integration teams, turning location-based services into revenues has never been simpler.

Your Brand, Your Subscribers, Your Advantage

Telmap5 delivers operator branding that goes far beyond look and feel. Based on our field-proven, robust and open platform - Telmap5 empowers your brand with a wealth of coverage, content and functionality options.

With a modular architecture and flexible yet powerful provisioning capabilities, Telmap5 lets you custom-build navigation and location-based service packages that fit your unique subscriber segments perfectly. From a full bundled service, through tiered subscription-activated functionality with premium content offerings, and any combination in-between - subscribers enjoy exactly the services they need, enhancing your brand and growing loyalty.

Supporting Java, Symbian, BREW, Windows, BlackBerry, Linux and UIQ devices, the lightweight Telmap5 client runs on the widest variety of handsets. And, with Telmap Active Interface™, our cross-platform GUI engine, Telmap5 adapts content on-the-fly - optimizing the user experience for any device.

Company

Solution

Results

"...research shows that consumers preferred Vodafone Navigator by Telmap over both PNDs in terms of usability"

Chris Schreiner, Senior User Experience Analyst at Strategy Analytics, December 2008

Vodafone - one of the world's leading international mobile telecommunications groups. Vodafone offers a wide range of voice and data communications services and is committed to providing mobile solutions that allow its customers to make the most of now.

Vodafone Find & Go
- Branded and customized mobile search mapping and navigation solution
- Available in over seven different languages
- Includes wide range of devices on all major mobile platforms
- Local content integrated in specific markets
- Full billing integration with Vodafone billing systems

- Already available in four major European markets, launch in several new markets expected soon
- Rapid subscriber base growth - average of over 1000 users a day during the last two months of 2008
- Ongoing high monthly usage levels among subscribers

"Pelephone GPS Navigator turned out to be the leading value added service in Pelephone's portfolio, with an outstanding subscriber base that keeps growing every month. The service is a significant contributor to our ARPU..."

Guy Bauman, VP VAS & Business Development, Pelephone

Pelephone - the largest CDMA operator in Israel with 30% market share and 2.4M subscribers, currently in the process of launching a new UMTS network, introducing wide range of new devices and advanced services.

Pelephone GPS Navigator
- Preinstalled on all CDMA Windows and Brew devices
- Service to be available on the majority of newly-launched UMTS devices
- Telmap web companion included in offering, allowing trip preplanning, saving locations and sync with mobile phone

- In less than 12 months, Pelephone achieved local market leadership with a 26% penetration rate
- More than two years after launch, subscriber base still growing steadily at 4%-5% a month
- Subscribers navigate an average of 12 routes a month - over a quarter million navigation sessions

"Find & Go is a European service developed with and for Vodafone"

Jean-Marc Tassetto, EVP, Marketing & Mass Market Customers, SFR (www.mobinaute.com, 28.08.08)

SFR is the first French alternative operator and an affiliate of Vodafone. The company offers fixed and mobile telephony services, mobile multimedia services and data transmission services for residential, professional, and corporate customers. SFR is headquartered in Paris La Défense, France.

SFR Find & Go
- Branded and customized search, mapping and navigation system
- Includes in-car and pedestrian navigation, traffic and speed camera alerts
- Easy access to local professional and individual addresses, through local White and Yellow Pages, and to Velib bike rental stations in Paris

- Launched in October 2008, already has a large customer base
- With the launch of more new devices, the number of activations continue to grow fast
- SFR Find & Go is offered as part of various SFR tariff plans, together with other leading services and applications

About Telmap

A world leader in mobile search, mapping and navigation solutions, Telmap was founded in 2000, and has established a solid reputation for delivering innovative, value added navigation solutions that generate new business opportunities and revenue streams. The first comprehensive, cross-platform solution for mobile phones, Telmap5 supports Java, Symbian, BREW Windows, BlackBerry, Linux and UIQ devices.

Telmap's unique solution, which also includes a market-leading LBS platform, enables the mobile industry to reach new markets and customers. The #1 choice for mobile mapping and navigation, Telmap's technology has been chosen by leading providers like Orange FT Group, Vodafone, Vodacom, SFR, O2, AOL - MapQuest, Pelephone, Carphone Warehouse and more.

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