



deCarta Connected Navigation Service

We've Seen the Future of GPS Navigation. And It's Connected.

As the geospatial software platform provider that has a lineage of powering the most successful, high-volume wireless mobile and server-side Location-based Service (LBS) applications, deCarta once again drives industry innovation and performance by uniquely providing a **complete, end-to-end solution** for companies wishing to deliver a connected navigation (CNAV) device to the marketplace.

Connected Navigation: Utility and Convenience

As GPS navigation transitions from being a technological wonder to a commodity, the limitations of the current generation of devices become more and more obvious and restricting. Designed as closed systems, **today's navigation devices contain static map and point of interest (POI) data sets that can often leave their users lost or frustrated.** Because these devices contain data that can be months or even years old, they may provide directions to a restaurant or other business that no longer exists, or direct the user into traffic jams caused by unannounced detours or road construction. deCarta breaks free of this closed system by adding dynamic connectivity to the equation and transforming GPS devices from an electronic novelty into a workhorse of time-saving convenience, utility and efficiency to the consumers' daily life.



The deCarta CNAV Service. The Right Solution.

deCarta understands that CNAV requires much more than a simple data connection to be successful. CNAV requires a flawlessly choreographed dance of GPS navigation software, hardware, map and POI data, dynamic content sources and customer management services. To this end, deCarta provides a complete end-to-end, CNAV platform solution for PND, consumer electronics, handset and carrier brands wishing to expand their market with a brandable connected navigation device and service.

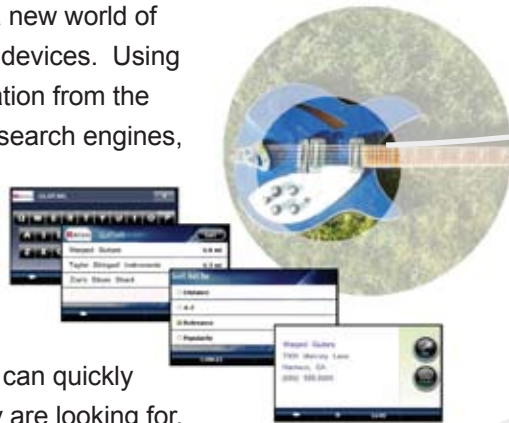
deCarta CNAV Service Applications and Modules

deCarta clearly understands the need for differentiation in the market place. deCarta's complete CNAV solution allows deCarta's partners to create their own custom CNAV applications based on their individual product specifications and target customer needs.

To illustrate the possibilities as well as to inspire future innovation, deCarta has created a number of CNAV modules which are available for use today, or easily customizable to fit any requirements.

deCarta Local Search

No longer constrained by simple POI category search algorithms, deCarta Local Search harnesses the power of the Internet to open up a new world of search options to CNAV devices. Using up-to-the-minute information from the world's premier Internet search engines, the deCarta CNAV Service allows single keyword searches with results ranked by distance or relevance. The benefit is that users can quickly and easily find what they are looking for, even if they don't know their exact destination by name.



deCarta Personalized Traffic™ Service

Unique in both approach and accuracy, deCarta Personalized Traffic™ Service employs real-time, historical and predictive traffic data as well as real-time two-way communications to update information as often as every three seconds, providing the most up-to-date and accurate traffic service available.



Only deCarta Personalized Traffic Service provides this level of up-to-date traffic information that is tailored to the driver's location, direction of travel, speed and other relevant factors. Drivers only care about the traffic that stands between them and their destination and deCarta's Personalized Traffic Service provides an unfair advantage in the war against bad commutes.

deCarta Destination Download

Planning complicated routes on a current generation PND can be a challenge and a time-consuming chore. With deCarta Destination Download, users can search the Internet for restaurants, business listings, home addresses, etc., and plan their trip in the comfort and convenience of their home or office. Once the destination has been identified and the route planned, they simply click the "Send" button and send it to their CNAV device. The device pulls the location from the server and seamlessly shows that a new "Favorites" location has been added.



The Technology Behind the Power

deCarta has leveraged their proven geospatial platform to uniquely transcend the standard “point and radius” searches used by today’s navigation devices.

deCarta Corridor Search technology dramatically improves the accuracy, quality and usefulness of most routing and navigation functions. Everything from POI and local search to traffic routing and detours are analyzed by deCarta Corridor Search algorithms and improved with results that are closer to the current path of travel or along the current route. The results are a significant reduction in the distances traveled to a particular destination, fuel savings due to shorter distances traveled and less frustration for the driver. All of this adds up to improved consumer experience, as drivers arrive at their destinations more quickly, more safely and more satisfied.

All of this is made possible due to the flexibility of the deCarta CNAV Service and the power of deCarta’s Drill Down Server™ (DDS). DDS is the leading geospatial LBS software platform, offering unparalleled speed, flexibility and scalability.

This unique architecture allows for a navigation and content delivery system robust enough to support massive real-time data transfers while being extensible and scalable enough to comfortably generate literally billions of driving directions and routes per month.





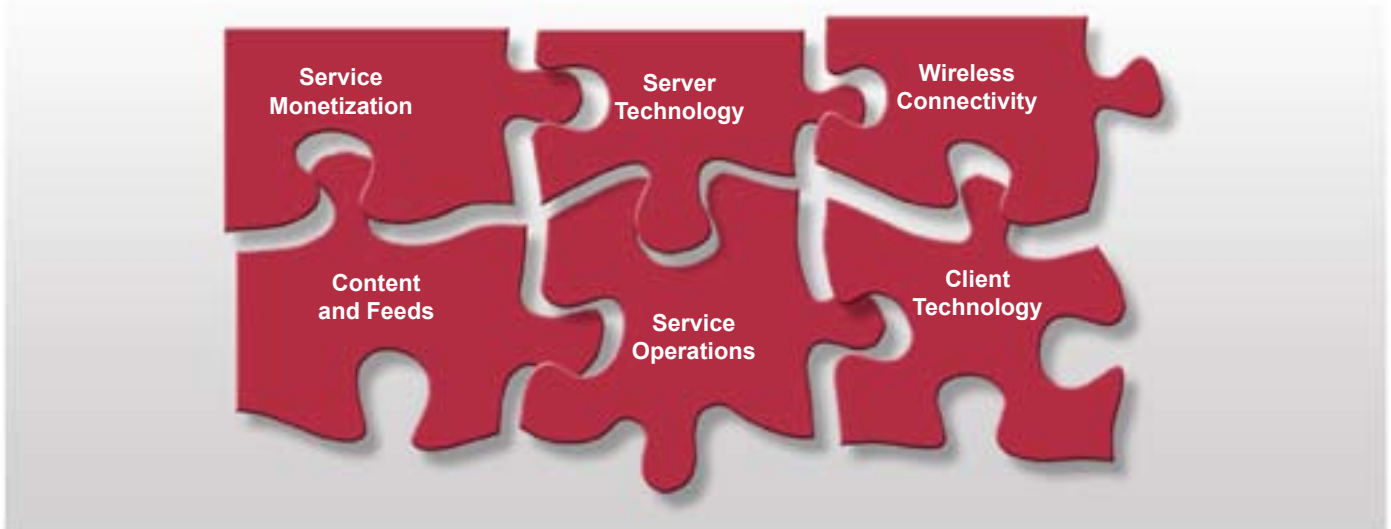
Putting the Pieces Together

The ability to differentiate in the crowded navigation marketplace is more important than ever, and deCarta is committed to helping partners stand out from the crowd. As many companies' product roadmaps expand to include Connected Navigation, they will find they need to expand beyond their current resource and development capabilities.

For navigation providers facing a "make or buy" decision when entering the CNAV market, the deCarta CNAV Service is a complete CNAV device solution which includes everything from a complete, customizable white-label CNAV application/SDK and fully functional CNAV modules all the way to wireless carrier and service provider relationships, dynamic data feeds and hosted service capabilities.

The deCarta solution allows partners to utilize internal resources more efficiently and quickly bring to market a premium, full-featured, branded CNAV product in order to increase and expand market differentiation and revenue stream opportunities.

Only deCarta's Connected Navigation Service provides all the pieces required for companies to create and deliver a branded, premium and differentiated CNAV product to market.



deCarta – Your Connected Navigation ConnectionSM



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