

## NAVTEQ Location Services Program

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NAVTEQ gives you the opportunity to advertise your business in their Database. Now you can be found by more than 14 million **new** Navigation users per year. The numbers of new users are growing rapidly; specifically the purchasers of Personal Navigation Devices (such as TomTom and Garmin) and Mobile phones with navigational systems are increasing significantly. This group alone is expecting growth of 26 million new devices in Europe by the year 2008. These users can find you in their system by searching your company name, Business Category, or find you by your logo, which will show up on their screen<sup>1</sup>. In addition you will receive access to NAVTEQ's online system, giving you control and management of your locations in the NAVTEQ database. With this program you can manage the *display, location, accuracy* and *completeness* of your locations in the NAVTEQ database.

### Geoscape and NAVTEQ

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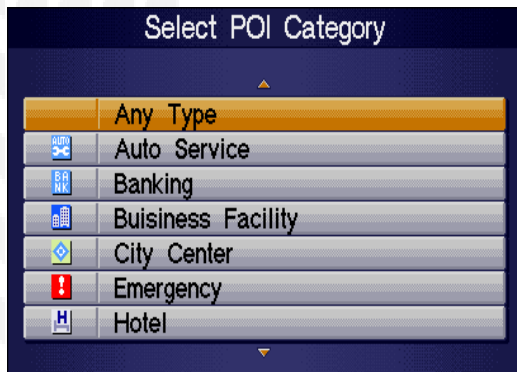
Geoscape is a strategic distribution partner of NAVTEQ, the world leader of top-quality digital mapping. You will find NAVTEQ data in most in-car and portable navigation systems sold in Europe and North-America; some examples are TomTom, Garmin, Route66 and Sony. Moreover dozens of car manufacturers are working together with NAVTEQ, such as Mercedes-Benz, Mazda, Audi and Citroën. In addition to the navigation systems, the data is also used in Location Based Services engines including Mapquest, Map24, Google Maps and many other applications including Professional Fleet Management and Tracking and Tracing applications.



- ❖ Let potential customers find you with their navigation system.
- ❖ The navigation market in Europe will grow significantly.
- ❖ Mobile navigation will boost sales in Europe from 2.6 million units in 2004 to an expected growth of 26 million units in 2008.
- ❖ 83% of navigation owners use Point of Interest (POI) look-up function.
- ❖ 4 million people use this function daily within Europe.

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<sup>1</sup> Logo display functionality depends on the type of navigation system



***SEARCH***

***AND***

***FIND, YOUR BUSINESS***

## **What is the Future of Navigation?**

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### **Expanded representation and information**

- Enhanced display with building blueprints
- Access network for improved routing
- Additional descriptive information
- End user communication regarding offers, pricing and special features

## **What's in it for you?**

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- \* All your POI's in NAVTEQ's database (Europe)
- \* Be included in 70% of all Navigation devices sold
- \* 100% Accuracy
- \* Company Logo included
- \* 14 million systems sold in 2006
- \* Expected sales of 26 million in 2008
- \* Cumulative exposure to tens of Millions of navigation users by 2008
- \* Fee is per POI, not per used system
- \* Massive exposure for small price per POI

If you wish to be included in this program,  
or if you would like to make an appointment with our sales team, please contact:

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