

NAVX announces platform for creating, publishing and sharing user-generated geolocalised content

Allowing travellers with GPS devices to record their trips and share online and delivering a database of rich information to GPS content providers and device manufacturers

Paris and Hannover, 4th March 2008 – NAVX, a provider of specialised content for GPS devices, has announced the public Beta of a new platform which will allow travellers to prepare for, record and share details of trips and holidays, positioning places and notes of interest onto online maps. Through the platform, NAVX also intends to make available a database of original and user-generated content to GPS device manufacturers and providers of related content and services. The platform can be accessed from beta.navx.com .

The platform will allow those preparing for trips to pre-load useful or interesting geolocalised information – for instance hotels, friends’ addresses, restaurants, museums and sights of interest – onto GPS devices. During the trip itself, travellers will be able to record their exact voyage and add further locations to the journey as it is made. Once back home – or even during the journey – the information can be downloaded onto for storing or sharing.

When sharing trip information or publishing to a public source, users can decide what specific information they want to share, organise it, classify it by categories and tag it, making the information easily searchable and useful to friends, colleagues and communities with shared interests. With full integration with photo-sharing application Flickr, travellers will also be able to share and geotag photographs from their journey. The platform also allows users to publish their maps directly to blogs.

Along with NAVX’s own original content, the platform will quickly grow into a comprehensive and rich source of geolocalised data, which NAVX plans to offer to GPS device manufacturers and other providers of location-based services.

Jean Cherbonnier, CEO of NAVX, comments: “The combination of increased user familiarity with GPS devices with the explosion in social media and user-generated content presents a ‘perfect storm’ for our new platform. Following friends and family as they make trips around the world is a wonderful benefit, but the broad sharing of travel information will help us all make the most of our holidays and business trips. Partner companies will also be able to access our database of content to add value to their own GPS devices and services.”

The new platform will be compatible with all major GPS device brands and, in the near future, will be fully integrated with all the major social networking platforms. NAVX also plans to provide worldwide travel itineraries through its website, as well as enabling users to search public content and comment on other users’ content.

About NAVX

Established in 2005, Paris-based Navx is a leading provider of services and content for GPS devices, such as personal navigation devices and GPS phones. Its subscription-based, real-time services deliver rich information for its customers such as the price of petrol at nearby service stations, the locations of radar speed cameras, restaurant guides and tourist information. Navx services are compatible with all major GPS brands, including Garmin, Magellan, Medion, Mio, Navigon, Navman and TomTom. Navx services and content are available in eight countries and are translated into six languages.

For more information, please visit <http://www.navx.com>