

Press Release



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Viva Las Vegas – Getting Ready for CES!

Nav N Go is getting ready for yet another big international fair. This time the software development company will be introduced in the US at the Consumer Electronics Show in Las Vegas. A total of 27,000 exhibitors will be present at the gigantic show to be held from 7 to 11 January 2008 with Nav N Go being virtually the only Hungarian company to have their own booth.

CES is the largest entertainment electronics show in the US and possibly in the whole world. The first CES was held in 1967 in New York City. Then, starting at the end of the 70's it was held twice each year: once in June in Chicago and once in January in Las Vegas. As of 1995, the show has only been put on in The Entertainment Capital of the World as its sole location. Attendance increased greatly in the last decade with over 150,000 individuals in the approximately 2.15 million net square feet (200,000 square meters) of space over the course of the four day event. Manufacturers traditionally introduce their latest products at the show. It was here that products like the Video Cassette Recorder was introduced in 1970, as well as the Compact Disc in 1981, followed by the DVD in 1996 and the Xbox in 2001.

The two floor and almost 2,152 square feet (200 square metres) Nav N Go booth will be set up in the North Hall of the Convention Centre. The futuristic structure with 645 square feet (60 square metres) of LED-covered wall surface is expected to meet with great interest and so does our latest software IGO My way 8. This is likely to be the first time for the US public to see a 3D display navigation software, and this will almost certainly attract several local companies.

“Our success at CeBIT and IFA makes us certain that we will make it at the transatlantic show. The organisation, planning and execution takes a lot of energy, but the experience we gained at earlier events helps us to present ourselves suitably at this major exhibition” said Leon van de Pas, Chief Executive Officer of Nav N Go.

About Nav N Go:

Nav N Go Kft. was primarily founded to revolutionize satellite navigation. Our goal is to make GPS navigation accessible and easily manageable for many. Owing to the success of the iGO My way GPS navigation software, our company has achieved significant growth within a short period of time. Our business profile is now more versatile than just navigation software development as our developers are working on several progressive solutions, including mobile applications, as well as mobile game software.

Nav N Go is a dynamic and innovative development company, which offers a comprehensive solution for the easier usability of mobile devices, as well as game development and navigation.

<http://www.navngo.com>

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"iGO My Way" is the official name of Nav N Go Kft.'s navigation software. We request that our colleagues in the press use the name in this form.