

# Press Release

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## **Nav N Go is the Platinum-Grade Sponsor of the Canalys International Navigation Forum This Year**

*For the first time in history Canalys will be hosting its EMEA navigation event in Budapest, Hungary*

**Budapest, Hungary, 28 May 2008** – The event, previously hosted in Geneva, and in Barcelona, has this year chosen the Hungarian capital to provide the leading companies in the navigation market with a conference venue. Canalys coming to Budapest is an acknowledgement of the dynamically developing Eastern and Central European region. The event, from 8th – 10th September, will be held at the Corinthia Grand Hotel Royal.

*“It’s a pleasure to welcome the leading navigation event in the city of Central and Eastern Europe, the fastest growing regional market of Europe,”* said Leon van de Pas, CEO of Nav N Go.

Based on the attendance witnessed in previous years, the event is expected to welcome hundreds of visitors, for the EMEA forum is recognized as the critical navigation industry event for CEOs, marketing and sales specialists across the region. The conferences held in the recent past were pivotal in raising the guests’ awareness of the massive opportunities for navigation.

*“It is fantastic that this year the valuable Canalys Forum will be organized in Budapest, the place where Nav N Go’s world-renowned navigation software comes from.”* said András Fazakas, Nav N Go’s Chief Operating Officer. *“Canalys is an event visited by experts and professionals representing most of the leading companies in the market. Since we are the ones who will be ‘at home’, we are pleased that being a platinum-grade sponsor will give us the opportunity to function as a real host as well, and we will be able to show the attendees the beauties of Budapest.”*

Canalys forecasts that approximately 27 million mobile phones with integrated GPS and a further 25 million PNDs will be shipped in EMEA in 2008. This level of location-aware, portable devices in the hands of consumers provides a platform for new business models to become viable, particularly advertising-funded location-based services. Concentrating on this issue, the Canalys Navigation Forum in Budapest will investigate the opportunities that exist within this scenario from a hardware, software and service perspective. The conference will provide a unique opportunity for delegates to gain valuable knowledge, and also to network with their peers.

### **About Nav N Go**

Nav N Go Kft. ([www.navngo.com](http://www.navngo.com)) develops innovative software for 3D satellite navigation, mobile applications and content/community services on a variety of platforms. The award-winning company also develops its own mobile games and through its affiliate Top-Map Kft. its own digital maps. Founded in 2004, Nav N Go launched its first product at CeBIT 2006. It has formed partnerships with more than 70 hardware manufacturers, including world brands such as Asus Computer GmbH, Clarion Europe GmbH, Harman Kardon, LG Electronics, Pioneer Europe NV, and Sony Computer Entertainment Europe. Nav N Go provides reliable navigation solutions in more than 70 countries around the world and 45 different languages.

**Nav N Go Welcomes (Hosts) the  
Canalys International Navigation  
Forum in Budapest this Year**

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**About Canalys Navigation Forum**

Canalys ([www.canalys.com](http://www.canalys.com)) specializes in delivering high quality market data, analysis and advice to the world's leading technology vendors. It is recognized as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

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