

Press Release

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FOR IMMEDIATE RELEASE

iGO primo[®] Goes Green

iGO primo[®] 1.1 is now shipping to OEM partners – even more technological highlights are available with the flagship iGO Navigation software

Budapest, Hungary – **iGO primo[®] 1.1** is available immediately to OEM partners with technological highlights and feature additions. Green Routing, enhanced support for fleet management, user-editable speed cameras and new localized features are among the latest advances. The product update replaces the original version 1.0 in the iGO Navigation product portfolio.

As well as Green Routing, multiple route variants of Fast, Easy-to-follow and Short Routes can now be selected under Route Alternatives. All route selections can be compared with a Green Route: an overview of mileage, driving time and CO₂ emissions now helps drivers to be eco-friendly and save petrol money. The new Green function calculates routes based on engine type (Petrol, Diesel, Hybrid), anticipated travel speed as well as rural and urban fuel consumption which can be entered by the driver. Keeping in mind that faster driving uses more petrol while reducing travel time, Green Routing in **iGO primo[®] 1.1** selects intelligent routes with lower speeds to save petrol, while still aim at minimum time loss.

*"Fuel efficiency and minimizing CO₂-emissions are hot topics in the automotive industry; with Green routing in **iGO primo[®]** we intend to defend our prominent position in the low-cost and ultra-low-cost automotive segment," says Tamás Vahl, CEO at Nav N Go. "Green routing is the new cherry on top of our much sought-after navigation software. **iGO primo[®] 1.1** sets the new industry standard."*

Another feature that has been notably improved to ensure easier vehicle integration of **iGO primo[®]** is the fleet management interface. As a logical extension to the existing

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truck navigation options in **iGO primo[®]** the Simple Location API (Application Programming Interface) enables partners to develop applications for their in-vehicle device that can access navigation features in a much simpler and quicker way.

iGO primo[®] 1.1 now also features speed camera editing by the user by adding an Alert Point. Among the localized features are 4WD routing support for Australia, and country-specific replications of road signs that provide extra safety by warning of animal crossings, weather conditions and other potential dangers. OEM partners can expect further feature highlights from **iGO primo[®]** in Q3 2010.

About Nav N Go

Nav N Go is one of the leading navigation solution providers for the Wireless, Automotive and Personal navigation industries, and offers fully customizable, on-board, 3D navigation applications to device manufacturers, auto makers and OEM brands that are custom built according to each customer's needs. The core technology is based on the award-winning iGO My way software engine, already installed in millions of navigation devices throughout the world.

The company also develops its own digital maps. Its first product was launched in Germany at CeBIT 2006. Since then, Nav N Go has formed partnerships with more than 70 hardware manufacturers worldwide. It provides reliable navigation solutions for more than 70 countries and in 45 different languages.

To find out more about Nav N Go please visit www.navngo.com.

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