

Press Release

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FOR IMMEDIATE RELEASE

iGO primo® Takes Leading Position in Automotive Line-Fit Segment

Nav N Go has strengthened its line-fit navigation solutions – showcasing the iGO primo® navigation software for ultra-low cost automotive solutions at Telematics Detroit

Budapest, Hungary – Following Nav N Go's product diversification in 2009 when the company introduced wireless iGO Navigation solutions in addition to PND products, it also entered the automotive sector and secured initial deals with Tier 1 automotive suppliers in North America, Asia and Europe. By targeting automotive infotainment systems below \$500 (the so called low-cost and ultra-low cost segment) the company now consolidates its leadership as white-label navigation provider in the automotive industry.

At the Telematics Detroit Conference & Exhibition on 8th and 9th June, Nav N Go showcases its latest premium product, iGO primo®, on various platforms including QNX. The product capabilities in connectivity, voice recognition and industry-leading visualization without additional GPU hardware are a compelling story. iGO primo® presents both the ultimate turnkey navigation product and a fully-customized SDK solution for low-cost and ultra-low cost automotive projects to over 1,200 conference delegates at the Detroit show.

„With in-dash navigation becoming mainstream not only in high-end cars but also in the A, B and C segments, iGO primo® is the most successful solution to date that enables industry players to considerably reduce the cost of built-in navigation,” says Tamás Vahl, CEO at Nav N Go. “Our combination of low hardware requirements, a mature and robust software engine and an extensive feature set focused on the future of navigation, make

Press Release

iGO primo[®] the most suitable solution for ULC projects. iGO primo[®] makes low-cost and ultra-low cost line-fit navigation REAL.”

With over 10 million navigation units shipped, and delivering solutions for more than 70 business partners, iGO Navigation solutions have a substantial history in providing all industry-demanded compositions of standard, white-label and fully customized solutions. Agile development and rapid customization of iGO primo[®] permit short development cycles. After-sales content and services are delivered on a standard or customizable fulfillment platform. Being the most global solution in the navigation industry, iGO primo[®] also offers over 100 countries and 44 UI and voice languages from 26 content suppliers.

About Nav N Go

Nav N Go is a leading navigation solution provider 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 mobile games and 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 or visit the company booth at the Telematics Detroit Conference.

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