

Press Release

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FOR IMMEDIATE RELEASE

Nav N Go Launches Premium Navigation Software: **iGO primo™**

Hungarian company Nav N Go presents iGO primo™ to OEM partners – an easy-to-use navigation solution that features the company's latest technological advancements

In anticipation of CeBIT 2010, [Nav N Go](#) announces the launch of **iGO primo™**. This year's product highlight enables OEM partners to provide a rich and innovative feature set to discerning customers who seek the utmost in quality. **iGO primo™** is built on the same concept of simplicity and an intuitive user interface that was introduced with [iGO amigo™](#) in 2009. The latest product now adds over 30 new features and hundreds of enhancements to the iGO My way engine without compromising the simplicity of the innovative user interface.

The new flagship in Nav N Go's navigation product line guarantees solutions tailored to the needs of OEM partners by providing each with unique Graphical User Interfaces (GUI). Optional features such as truck and fleet navigation further meet the increasing demands of GPS device manufacturers. Among its many innovations, **iGO primo™** introduces Driver Alerts that increase safety by providing advance display of warning traffic signs and realistic junction views. In addition, the new high definition terrain visualization dramatically enhances the rendering of distant terrain.

"We have integrated five years of knowledge gathered from working with our OEM partners in the navigation sector into one sophisticated and feature-rich product that is able to fulfill every manufacturer's market needs," says [Tamás Vahl](#), Chief Executive Officer at Nav N Go. "iGO primo™, the peak in our product portfolio, will enable our partners to compete and win in the competitive navigation market."

As with previous Nav N Go products, the freshest maps are guaranteed directly to the end-user through the naviextras.com map update portal. **iGO primo™** also features the brand-new Smart Route calculation for optimal routes depending on the time of day and day of the week, using either historic Speed Profiles from Tele Atlas or Traffic Patterns from Navteq.

The company will showcase the first **iGO primo™** editions on selected partner devices at CeBIT 2010 in Hanover, Germany in Hall 7, at booth C36/2.

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. Also follow us on:



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