



## PRESS CONTACT

Tele Atlas  
Sandra Van Hauwaert  
+32 497 25 18 16  
[sandra.vanhauwaert@teleatlas.com](mailto:sandra.vanhauwaert@teleatlas.com)



Nav N Go  
Annegret Munitzk  
Tel: +36 1 872 0000  
[press@navngo.com](mailto:press@navngo.com)

## FINANCIAL COMMUNITY CONTACT

Richard Piekaar  
TomTom NV  
+31 (0)20 7 575 119  
[richard.piekaar@tomtom.com](mailto:richard.piekaar@tomtom.com)

### **Nav N Go Renews Global Agreement with Map and Content Provider Tele Atlas**

*Tele Atlas's Innovative Products Enrich Nav N Go's New Navigation Software, iGO primo*

**Gent, Belgium and Budapest, Hungary, TBD May 2010** — Tele Atlas, the world leader in high quality digital maps and dynamic content, and Nav N Go, a leading navigation solution provider for the wireless, automotive and personal navigation industries, have announced an extended global agreement through which Nav N Go will continue using Tele Atlas maps and innovative products such as Tele Atlas Speed Profiles, Logistics (truck/fleet vehicle attributes) and Advanced City Models. The agreement marks an extension of the companies' longstanding collaboration, which began in 2004 and has seen Tele Atlas power a wide range of Nav N Go navigation solutions for PNDs, smartphones and built-in car navigation systems.

Through the agreement, Tele Atlas maps and content will also be featured in Nav N Go's new premium software iGO primo, an easy-to-use navigation solution that features the company's latest technological advancements. iGO primo will leverage Tele Atlas Advanced City Models 3D display content and benefit from the expansion of 3D coverage to more cities in Europe and around the world; this innovative 3D content is also featured in Nav N Go's iGO amigo and Nav N Go iGO 8 applications. iGO primo further features a new Smart Route calculation, which offers optimal routes depending on the time of day and day of the week based on Tele Atlas's Speed Profiles historical speed database. With Tele Atlas Logistics, iGO primo is able to meet the unique requirements of route planning for commercial vehicles such as trucks and vans.

"With the release of iGO primo, Nav N Go is delivering an advanced and exciting feature set to discerning end-users who seek the utmost in quality and content," said Peter van der Fluit, Senior Vice President of TomTom's Licensing Business Unit. "We are pleased to be able to extend this collaboration to support Nav N Go's most recent navigation software with our global maps and broad range of content."

"Following the launch of iGO primo at CeBIT 2010, this sophisticated and technologically advanced product quickly turned into the most sought-after software in our product portfolio," said Tamás Vahl, Chief Executive Officer at Nav N Go. "Thanks to the integration of Tele Atlas's rich product portfolio into a software product that profits from five years' experience in the navigation industry, the first of our numerous global partners will shortly

launch competitive navigation devices in their regional markets and demonstrate the capabilities of iGO primo to meet every manufacturer's unique requirements."

More information, including key benefits and features of Nav N Go's iGO primo, is available at <http://igomyway.com/primo>.

### **About Tele Atlas**

Tele Atlas is the licensing business unit of TomTom N.V. (AEX: TOM2), the world's leading provider of location and navigation solutions. Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation, location-based services (LBS) and enterprises. Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. Tele Atlas maps rate highest in terms of quality and reliability in certified tests. They are updated daily with the insight of a community of millions of GPS system users worldwide, who along with the company's unmatched network of sources help to track and validate changes in real time. For more information, visit [www.teleatlas.com](http://www.teleatlas.com). Follow Tele Atlas on Twitter at [www.twitter.com/TeleAtlas](http://www.twitter.com/TeleAtlas) or become a fan at [www.facebook.com/TeleAtlas](http://www.facebook.com/TeleAtlas).

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### **About Nav N Go Kft.**

Nav N Go is a leading navigation solution provider for the Wireless, Automotive and Personal navigation industries. The company offers on-board, 3D navigation applications to device manufacturers, auto makers and network operators that are custom built according to each customer's requirements.

The core technology is based on the latest generation of the award-winning iGO Software Engine, which has been installed on millions of devices since 2005. Nav N Go has formed partnerships with more than 70 hardware manufacturers on 4 continents, including Tier I automotive manufacturers.

To find out more about Nav N Go please visit [www.navngo.com](http://www.navngo.com)

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