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## **O<sub>2</sub> and Telmap are taking an active role by making navigation available to all**

- **Full-featured turn-by-turn navigation including ADAC real-time traffic**
- **Suitable and embedded on all GPS-enabled mobile phones**

**MUNICH/BARCELONA.** Today Telefónica O<sub>2</sub> Germany and Telmap announced at MWC that from March, they will provide complete turn-by-turn navigation with ADAC live traffic information on mobile phones.

The navigation solution powered by Telmap is a comprehensive search, mapping and navigation solution including real-time, turn-by-turn in-car navigation with 3D maps and clear voice instructions pronouncing street names, live traffic reports with alternative route options and a dedicated guidance mode for pedestrians. The solution is server-based therefore the route data and the required maps and content are not stored on the device but automatically downloaded from a server on a per need basis. Telmap navigation guides users as reliably and easily as any portable navigation system. O<sub>2</sub> will benefit from the Telmap localized and customized solution using the dynamic content deck that allows dynamic integration and offering local and premium content to their subscribers making the service relevant to the German market.

“Thanks to Telmap, navigation on the mobile device has become extremely simple”, explains René Schuster, the CEO of Telefónica O<sub>2</sub> Germany. “Users do not have to take care of troublesome and expensive upgrades of their comprehensive mapping material anymore. In addition, there is no need to use several different devices any longer. “

“This is a clear statement by a leading Tier 1 Operator on the importance of LBS as well as the active role Operators will play in the LBS arena,” said Oren Nissim, CEO

A *Telefonica* company

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of Telmap. "Telmap will continue to empower Operators to offer rich and competitive location solutions that are fully integrated with the Operators strategy and infrastructure as part of their core services."

The service is available for all consumers from subscribers with tariff plans to pre-paid customers from end of March. O<sub>2</sub> is making mobile navigation accessible for its consumers by embedding the application on all GPS-enabled devices and is ready for consumers to use immediately.

**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has nearly 49 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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#### **About Telmap**

Telmap is a world leader in location solutions, the company has established a solid reputation for providing its customers with innovative, value added mapping and navigation solutions that open new business opportunities and generate new revenue streams. Telmap has a unique hosted and managed end-to-end solution including a mobile location companion, a complementary web companion, robust, open location platform with a set of APIs to support its customers in delivering a strong LBS strategy. Telmap's unique customized and localized cross-platform solution supports Java, Symbian, BREW, Windows, BlackBerry, MID, UIQ, Android and iPhone devices enables the mobile industry to extend the reach to new markets and customers. Telmap is the #1 choice of location solutions and its technology has been chosen by leading industry players Orange FT Group, Vodafone, Vodacom, SFR, Telefónica O<sub>2</sub> Group, and more.

For more information, please visit [www.telmap.com](http://www.telmap.com)

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