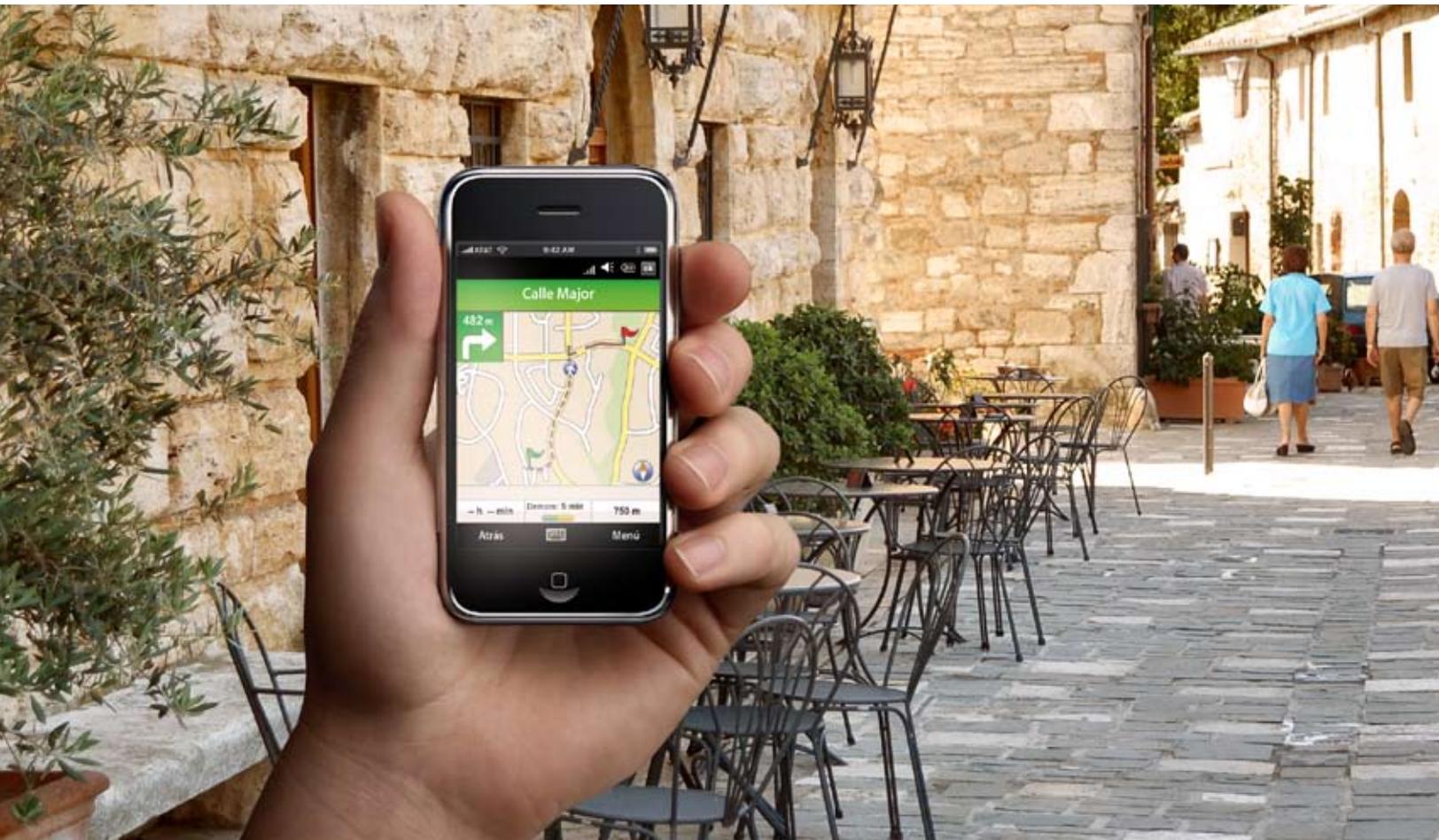


# Gokivo® Navigator

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*The fastest, easiest way to navigate  
the mobile world*



## Powerful navigation for the mobile subscriber

**Gokivo®  
Navigator**

### It's a fast and complicated world.

That's why mobile subscribers expect speed and simplicity from their wireless providers' mobile navigation services. With Gokivo Navigator, you have the power to turn GPS-enabled mobile phones into powerful personal navigation devices that meet your subscribers' demands for both ease and speed.

Gokivo Navigator means you give your subscribers constantly updated real-time turn-by-turn driving and walking directions. It means your customers can quickly access maps, business locations, points of interest (POI) directories, film and event info. And it means real-time traffic updates, fuel prices, speed camera locations, and up-to-the-minute weather.

And it's available anytime, anywhere—all from your customer's handheld device.

Plus, Gokivo Navigator's location-based services (LBS) are built on a scalable platform that delivers location-aware content from a range of sources. Good for subscribers. Good for you.

Welcome to Gokivo Navigator—the fastest, easiest way to navigate the mobile world.



**BlackBerry:** Local search listings around any location

### Subscriber Features and Benefits

*Win subscribers. Reduce churn.*

Gokivo Navigator boasts an array of features that benefit your subscribers in the ways that will increase subscriptions and subscriber stickiness:

- Voice turn-by-turn navigation with spoken street names and reminders make it easy for users to get where they need to go.
- Pedestrian routes utilize sidewalks, overhead walkways, stairs, escalators, and pathways guide you on the quickest on-foot route.
- Personalization lets the user define preferences, set favorites, and customize routes based on personal driving patterns.
- Constantly updated time-relevant content enhances the user's decision-making process (traffic, speed camera locations, entertainment, POIs, weather, and more).
- Shares favorite locations with personalized messages with anyone via SMS (social location networking). These notifications enable users to easily launch the appropriate application and navigate with a single click.
- Native OS look and feel offers seamless user interface while integrating custom features (e.g., launching the handset's music library while navigating).
- Website synchronization of favorite and recent searches helps user plan itineraries from the convenience of your computer.



**iPhone:** Recognized brand in application stores



**Sony Ericsson:** View upcoming maneuvers with traffic details.

### Maps, Traffic, and Weather

Gokivo Navigator pinpoints current locations, quickly displays maps of addresses, airports, POIs, or user-defined favorite places, maps a route's every turn, and tracks trip progress.

Getting from point A to point B is more than just maps. Which is why Gokivo Navigator continually updates local traffic conditions, including traffic incidents with available detour options. Add to that the dynamic display of current and forecasted weather information for any location, and Gokivo Navigator provides all the information your subscribers need when they're on the go.

### Navigation

Gokivo Navigator embodies industry-leading mobile navigation for both driving and foot-travel:

- Calculates and displays optimal route, overview map, and detailed trip summary.
- Estimates more accurate time of arrival by incorporating current and historical traffic conditions.
- Presents clear turn-by-turn 3D maps of the route and guides the user towards the destination while monitoring traffic congestion levels.
- Notifies the user with spoken street names for upcoming turns and automatically reroutes if the user misses a turn.
- Displays previews for all upcoming maneuvers via look-ahead screens that enable the user to listen to all announcements in advance.
- Enables the user to reroute around traffic congestion or specific roads with the detour option.
- Facilitates an on-foot experience with detailed step-by-step text and audible walking instructions.

### Local Search

Gokivo Navigator's local search gives your subscribers instant access to millions of local POIs, including nearby restaurants, bars, fuel stations (and prices), ATMs, cinemas (and show times), nightlife venues, hotels, hospitals, and more. Our optimized interface allows rapid searches simply by entering the first few letters to call up favorite locations and recent searches.

### Films and Events

Gokivo Navigator displays show times, critics' ratings, and other details for films, concerts, plays, and other entertainment events based on the user's GPS location (or any location of their choosing). Additional features include single-click navigation to event venues and searches for nearby parking, dining, ATMs, and other POIs.

### Place Messaging

Connect your subscribers by allowing them to send their geo-coded location to other mobile devices as well as receive locations from other mobile phones—and a companion LBS website. User's can get maps of navigation routes to and from those locations as well—all with a single click. "Place messaging" also enables users to add an optional greeting when messaging a location. (Place messages sent during navigation include an ETA as the default greeting.)

For convenience, Gokivo Navigator stores place messages and recent searches, making them available to the user for quick future retrieval.

## Operator Features and Benefits

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### Three reasons you'll love us

If we don't make your life easier, we're not doing our job. Here are a few reasons wireless operators are making Gokivo Navigator one of the world's most adopted mobile navigation solutions for subscribers.

#### 1. Seamless Interface with Third-party Apps

Using the appropriate APIs, third-party developers can interface their application to a branded version of Gokivo Navigator. This enables users to search for locations, map, or navigate to a POI around addresses in other applications. Using the NAVBuilder SDK, other applications can provide navigation, local search, and mapping sessions within their own application.

#### 2. World-class Reliability and Adaptability

Because of our established local partnerships, Gokivo Navigator integrates premium real-time content and transforms it into a

customized application for superior adoption. Gokivo Navigator leverages the robust, scalable NAVBuilder Platform to deliver proven performance in world-class data centers with 24/7/365 monitoring and geographic distribution. Android, Apple, BREW, JAVA, Symbian, Windows Mobile, Web, and OpenLS APIs support rapid localization customization and application development.

#### 3. Custom Navigation

Gokivo Navigator is a fully established brand in numerous application stores, across a variety of platforms. However, Gokivo has a history of proven success in vertically integrated markets, thereby offering more choices that best accommodate your subscribers' needs.

## Learn more about Gokivo Navigator and how it helps boost ARPU, win subscribers, and lower customer churn.

Visit our website or email us at [contactus@gokivo.com](mailto:contactus@gokivo.com).

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## Your Established Partner

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TCS is a world leader in high availability and secure mobile communication technology. TCS provides industry-leading solutions in commercial location, navigation, telematics, hyper-local search, asset tracking, social applications, E9-1-1 and text messaging.

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