

*More than 10 years of aeronautical and terrestrial
satellite navigation systems - made in Italy.*

*From the portable navigator to
the most advanced fleet management solution,
each time you are on a journey,
you can count on our technology.*

PRESS RELEASE

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Salón Internacional del Automóvil de Madrid 2006 Personal Navigation speaks Italian with AvMap

**AvMap enters the Spanish market
with the latest generation of portable GPS navigators made in Italy**

25 May-4 June 2006, Madrid – S.I. del Automóvil de Madrid 2006, Hall 8 booth 8A102C: AvMap, a leading company in the development and production of satellite navigation systems, presents at the SI del Automóvil de Madrid the whole range of solutions for the car navigation market. The products exhibited in Madrid are entirely designed, engineered and made in Italy with the Know-How and expertise that AvMap has built in more than 10 years of activity.

AvMap Geosat 4 series: the new experience of car navigation

At AvMap booth you can find the whole range of AvMap new portable car navigators: **Geosat 4 TRAVEL, Geosat 4 TRAVEL platinum, Geosat 4 TRAVEL Europe and Geosat 4 ALL**. "After the successful launch of in Italy", comments Simone Lazzarini, AvMap's CEO "the new AvMap Geosat line is ready for the launch in the other European countries and in the USA. The big novelty is the audio-video input which introduces the concept of navigation and entertainment in the same device".

The series offers a **solution for any navigation need** and for different price ranges. The common features are: a **built-in GPS antenna** and **built-in Li-Ion battery**, a wide **5" / 5,6"** ultra bright and **sunlight viewable LCD TFT display**.

The absolute new feature is the **audio video input**: connect your navigator to a DVD player, a digital camera or to a video camera to convert it in an entertaining screen for your car! The video-audio input offers interesting applications also with rear safety cameras.

Besides the classic 2D view that ensures perfect readability of texts, the new software offers the **3D view** option for a more entertaining navigation; the color coded map also shows the **land elevation** (indication of the altitude of the terrain. For a safer navigation, the software offers also an **auto brightness control** and **auto night vision** option.

The software processes **information on traffic (TMC) in real time**, it allows **avoiding toll roads, walkways, built up areas or unpaved roads** and it computes **the shortest or the fastest route** or the one with the **fewer turns**.

It is possible to manage up to **1000 user points** called marks, which can be customized with a name, a description and an Icon. The fully detailed cartography is based on Tele Atlas data, and it displays a **large database of points of interest** (more than 1.800.000 in Europe) such as gas stations, banks, chemists, restaurants, shops, cultural centres, Sport centres etc. each one with name, address and telephone number to enrich your navigation experience.

Products exhibited at



S.I. del Automovil de Madrid 2006, AvMap HALL 8, booth 8A102C:

Car Navigation: AvMap Geosat 4 TRAVEL - AvMap Geosat 4 TRAVEL Platinum, AvMap Geosat 4 TRAVEL Europe, AvMap Geosat 4 ALL, AvMap Geosat 4 Truck, Maps, accessories.

Personal Navigation: AvMap Spirit Navigation Software

Mixed products: Geopilot (aeronautical and car navigator)

AvMap Car Navigation

	<p>AvMap Geosat 4 TRAVEL</p> <p>Hardware</p> <ul style="list-style-type: none"> Wide and ultra-bright 5" LCD TFT display 1 country preloaded on SD card (Tele Atlas high coverage maps) National routing Built-in sirf III GPS antenna and Li-Ion battery Audio-video input and audio output <p>Software</p> <ul style="list-style-type: none"> TMC ready software: traffic info in real time (with TMC optional external receiver) 2D or 3D view Auto brightness control Auto night vision "Drive me HOME" quick command Toll roads, walkways, built up areas, unpaved roads exclusion The fastest or the shortest route, or the one with the fewer turns Detour option Large database of points of interest Possibility to import safety cameras POI from internet <p>Software update: free on www.avmap.it</p> <p>Maps update: available on SD, CD, DVD, or downloadable from internet for 1 country, countries kits (national routing) or continental coverage (international routing).</p>
	<p>AvMap Geosat 4 TRAVEL Platinum</p> <p>Hardware</p> <ul style="list-style-type: none"> Wide and ultra-bright 5" LCD TFT display 1 country preloaded on SD card (Tele Atlas high coverage maps) Europe on DVD (national routing) Built-in sirf III GPS antenna and Li-Ion battery Audio-video input and audio output Practical remote control with full alphanumeric keyboard <p>Software</p> <ul style="list-style-type: none"> TMC ready software: traffic info in real time (with TMC optional external receiver) 2D or 3D view Auto brightness control Auto night vision "Drive me HOME" quick command Toll roads, walkways, built up areas, unpaved roads exclusion The fastest or the shortest route, or the one with the fewer turns Detour option Large database of points of interest Possibility to import safety cameras POI from internet <p>Software update: free on www.avmap.it</p> <p>Maps update: available on SD, CD, DVD, or downloadable from internet for 1 country, countries kits (national routing) or continental coverage (international routing).</p>



AvMap Geosat 4 Travel Europe

Hardware

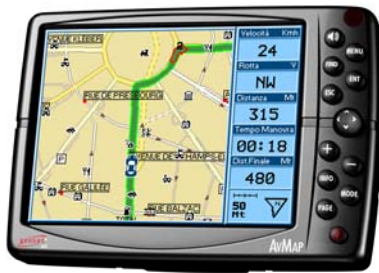
- Wide and ultra-bright 5" LCD TFT display
- Europe preloaded (Tele Atlas high coverage maps) on 2 GB SD card
- International routing
- Built-in Sirf III GPS antenna and Li-Ion battery
- Audio-video input and audio output
- Practical remote control with full alphanumeric keyboard

Software

- TMC ready software: traffic info in real time (with TMC optional external receiver)
- 2D or 3D view
- Auto brightness control
- Auto night vision
- "Drive me HOME" quick command
- Toll roads, walkways, built up areas, unpaved roads exclusion
- The fastest or the shortest route, or the one with the fewer turns
- Detour option
- Large database of points of interest
- Possibility to import safety cameras POI from internet

Software update: free on www.avmap.it

Maps update: available on SD, CD, DVD, or download from internet for 1 country, countries kits (national routing) or continental coverage (international routing).



AvMap Geosat 4 ALL

Hardware

- Wide and ultra-bright 5.6" LCD TFT display
- Europe preloaded (Tele Atlas high coverage maps) on 4 GB HD
- International routing
- Built-in Sirf III GPS antenna and Li-Ion battery
- Audio-video input and audio output
- Practical remote control with full alphanumeric keyboard
- TMC external receiver

Software

- TMC ready software: traffic info in real time
- 2D or 3D view
- Auto brightness control
- Auto night vision
- "Drive me HOME" quick command
- Toll roads, walkways, built up areas, unpaved roads exclusion
- The fastest or the shortest route, or the one with the fewer turns
- Detour option
- Large database of points of interest
- Possibility to import safety cameras POI from internet

Software update: free on www.avmap.it

Maps update: available on DVD for continental coverage (international routing).

AvMap Fact sheet

Global Headquarters

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Corporate overview

2005 Revenue: 9 million euros
25,000 all-in one car navigators sold in 2006
In 2005 4th player for PNAV in Italy
Part of C-Map group, world leader in electronic cartography

Background

AvMap was established in Italy in 1994 within the C-MAP group, world leader for electronic chart technology. AvMap makes his debut in 1994 in the aeronautical market with the EKP (electronic kneepad), one of the most successful flight navigation systems sold worldwide. AvMap transfers the electronic cartography Know-How from the aeronautical to the terrestrial sector and becomes a leader in satellite navigation solutions and fleet tracking systems. Users include Army, Navy & Air forces, Police, Fire Brigades and Emergency Services. AvMap pioneers in 1994 the sector of GPS portable solutions dedicated to car navigation launching the 'Desert Cruiser', utilized in the Paris-Dakar, followed by 'Road Cruiser', 'Geosat GPS', 'Geosat evolution', 'Geosat2' and 'Geosat2C'. In 2006 with a new generation of professional and easy-to-use navigators, AvMap meets the needs of the fast growing and highly demanding market of personal navigation.

Company Milestones:

1984 C-Map group founded
1994 AvMap founded
1994 "Desert Cruiser" the first AvMap terrestrial plotter used for off road navigation the Paris Dakkar
1994 First EKP aeronautical plotter launched
1997 EKP GPS NT with new enhanced cartography, Road cruiser the first compact car navigator
1998 first Geosat gps navigator launched
2003 Geosat evolution, Geosat 2 car navigator with color LCD TFT
2004 Geosat 2C, the compact version
2005 A new range of products is launched: AvMap geosat 4 travel, AvMap geosat 4 Travel Platinum. Peugeot
206 Geosat is launched.
2006 New EKP IV pro software version, First Navigation Software AvMap Spirit, AvMap geosat 4 Travel Europe, AvMap Geosat 4 ALL.

Markets

AvMap develops satellite navigation solutions for a wide range of markets: private consumers, enterprises, industries and public bodies.

Products

All-in-one terrestrial navigators
Navigation software
OEM terrestrial plotters
Fleet management systems
Internet based localisation services
Aeronautical gps plotters for helicopters and light aircrafts

Presence

Italy, Germany, Switzerland, France, Spain, UK, Netherlands, Czech Republic, Slovakia, Slovenia, Poland, Romania, Russia, USA, Canada.

Partners

Companies such as Peugeot, Tamoil, Touring Club Italiano, 24assistance have chosen AvMap products.

AvMap and Peugeot

AvMap Geosat navigators have been chosen by Peugeot Italy as official accessories to be sold through Peugeot car dealers' network. In autumn 2005 Peugeot 206 Geosat is launched with Geosat 4 Travel car navigator on board. In December 2005 Geosat 4 Travel is included in Peugeot 1007 Freddy. In spring 2006 Geosat navigators go on board of the Peugeot commercial vehicles Ranch, Expert, Boxer for a special promotion.

AvMap and Tamoil

AvMap Geosat navigators have been chosen by TAMOIL Italia for the top prize of the "Tutti Per uno" fidelity campaign 2006. Visit www.tamoil.it for further details.

AvMap and Touring Club Italiano

With its long tradition, great prestige and high-quality services, the Touring Club Italiano is Italy's leading cultural/tourism institution. TCI recommends AvMap navigators and offers special discount to its members (visit www.touringclub.it).

AvMap and 24h assistance

Thanks to the partnership with 24assistance, a free year of 24assistance services was granted with Geosat2 navigator.

AvMap and A.C. Milan

AvMap is official supplier of A.C. Milan for 2006: Italian Hi-Tech meets Italian Sport. AvMap guides you to the Goal!

Contacts

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