

## **Telmap and BlueSky Positioning collaborate to integrate real-time location-based and navigation services into A-GPS SIM**

*A-GPS on SIM technology now offers accurate search, mapping and navigation to the mass market*

**London, UK and Sophia Antipolis, France – March 18, 2010** – Telmap, the global leader in mobile location solutions and BlueSky Positioning, a pioneer of A-GPS for the SIM card industry, jointly announced today a cooperation to bring for the first time ever, real-time search, mapping and navigation to mobile phones, with A-GPS SIM. This cooperation showcases the ability of BlueSky Positioning's A-GPS technology to incorporate navigation onto mobile phones which lack integral GPS capabilities.

BlueSky Positioning's A-GPS technology, embedded into a phone's SIM card, together with Telmap's search, mapping and navigation solution enable effortless on-the-go experience, including excellent in-car navigation sessions with 3D moving maps, multi-lingual turn-by-turn directions with street names using text-to-speech, as well as traffic and speed camera information (where available). Telmap's solution also includes unique pedestrian navigation, guiding users through pedestrian-only areas such as parks, squares, passages, and stairs, tracking user's progress as they walk. The Telmap – BlueSky Positioning cooperation allows (smart and) mid-range phone users to access real-time location information without the need to invest in location-aware hardware. The full, comprehensive set of LBS features provided by Telmap's Location Companion works seamlessly with BlueSky Positioning's A-GPS location technology to provide accurate, instant location data and information.

Ronen Soffer, CTO at Telmap, commented, "In utilizing BlueSky's innovation, Telmap can introduce its LBS and Navigation solution to a larger addressable market, which now includes new consumer segments and a multitude of mid-range mobile phones. This helps further realizing Telmap's strategy of mass market reach for its services, while boosting Operators' business case as well as control over distribution and customer ownership of such services."

Velipekka Kuoppala, Vice President of Sales and Marketing at BlueSky Positioning, added, "The collaboration with market leader Telmap strengthens the confidence in our A-GPS technology for SIM cards, and proves that GPS is not only suitable for high-end phones, but can be made available to all consumer segments with both basic and enhanced phones. Most importantly, this SIM centric solution gives value chain control to mobile operators and opens up wider opportunities for their marketing teams to create location based services."

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## **About BlueSky Positioning**

BlueSky Positioning Ltd was founded in 2005 to develop and commercialise accurate, affordable SIM card based satellite positioning products and services for all GSM and 3G mobile phones. The company is visioning that location becomes an all-pervasive aspect of mobile communication enabling mobile operators to support public safety while offering a range of new value added services to their customers. With its A-GPS technology solution for SIM Vendors, BlueSky increases the opportunity for mobile operators to deliver both legally-mandated and commercial LBS applications whilst opening great business synergies for 3<sup>rd</sup> parties to create various revenue generating LBS applications for all handset categories. BlueSky Positioning has its headquarters in Luxembourg with subsidiaries in the UK and France. Additional information about the company is available at [www.blueskypositioning.com](http://www.blueskypositioning.com)

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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 end-to-end solution including a mobile location companion, a complementary web companion, robust location platform with a set of APIs to support its customers in delivering a strong LBS strategy. The company's flagship product, Telmap5 is the world's first personalized location companion integrating innovative and patented technologies including Telmap Active Interface, Telmap Active Search and Telmap Active Widgets.

Telmap is the #1 choice of location solution and its technology has been selected by leading industry players Orange FT Group, Vodafone, Vodacom, SFR, O2, Telefonica, AOL, Pelephone, Carphone Warehouse and more.

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

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