



3DVU's Visual Map™ Navigation Technology showing on Mobile Devices at 3GSM 2006, Barcelona, Spain

Intel to showcase in 3GSM 3DVU Navigation Technology in Hall 1 Booth C49

Raanana (Israel), February 14, 2006 – 3DVU, a leading global provider of 3D digital visualization of imagery, map data and other geographic content, announces today that it is bringing its innovative Visual Map™ to PDA, PND, SmartPhone and handheld devices based on Intel® XScale® technology. 3DVU Visual Map™ technology is the world's first 3D technology to stream unlimited imagery as maps and display them in perspective 3D view including elevation data on mobile devices for the most realistic navigation solution ever.

3DVU has overcome major technical barriers to enhance the mobile navigation experience by providing smooth continuous movements with 3D perspective over images with terrain elevation in such limited computing devices. The patented technology is software based and platform independent thus can be ported and integrated into any hardware and operating system. 3DVU has achieved this success despite the fact that these devices lack a 3D acceleration chipset and have limited processing power and memory.

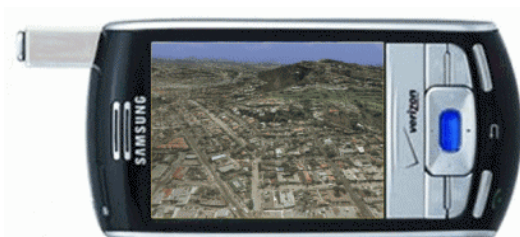
"Advanced 3D visualization of imagery and terrain elevation places heavy computational requirements on processors, particularly on mobile devices. Thanks to the next generation Intel® XScale application processor, 3DVU technology can offer significantly better performance and higher quality. The combination of Intel's high performance processors and 3DVU Visual Map solution can significantly enhance user navigation experience" noted Isaac Levanon 3DVU chairman and Chief Executive Officer.

"Optimized for the next generation Intel® XScale® application processor family, 3DVU's Visual Map™ Navigation Technology can provide added details that capture the users' attention." Stated Gary Forni, Director of Handheld Platform Software Enabling, Intel Mobility Group. "3D imagery brings a new level of user experience to mobile navigation."

3DVU's Visual Map™ Navigation Technology will be shown in the Intel booth at 3GSM World Congress, February 13-16, in Barcelona.

More than 30M mobile navigation devices were in use in 2005 and the growth is projected to over 340M by 2010*. By then, for every single car navigation system in use; there will be four mobile navigation devices. "Compared to Google Earth and Microsoft Virtual Earth, the practical need and potential for mobile visual navigation, outside the home and office, is clear" added Levanon.

[3DVU on SmaPhone](#)



(<http://www.3dvu.com/images/Samsung2.gif>)
Illustrated animation

[3DVU on PND](#)



(<http://www.3dvu.com/images/initial.gif>)



About 3DVU

3DVU was established in the year 2000 to revolutionize the way in which we view, navigate and interact with our world. 3DVU has developed a unique and patented technology that streams imagery and elevation and presents it in 3D perspective on any digital device, anywhere in the world.

This technology presents the most realistic navigation aid available on any digital device enabling in-car navigation systems, PDAs, PNDs, mobile handsets and PCs to display realistic, 3D virtual worlds. Using Visual Map™, satellite and aerial imagery, and terrain elevation, as well as mapping data, such as points of interest and route information, this information can now be streamed over limited-bandwidth communications with realistic 3D views and smooth maneuverability.

3DVU is changing the face of mapping by providing the freedom to look at the world in a more realistic manner. The company is strategically partnered with carmakers; navigation systems, mobile devices and handset developers; major satellite and aerial imagery-sensing entities; and mapping and GIS data providers.

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** Telematics Research Group Incorporated, 2005*