



# 3D PICTURE NAVIGATION IS ON THE MOVE

ENTER VOICE-GUIDED, TURN-BY-TURN MOBILE NAVIGATION WITH ENTIRE COUNTRIES AVAILABLE IN FULL 3D AERIAL PHOTOGRAPHY AND REAL LANDSCAPE ELEVATION

3D aerial and satellite photography are taking centre stage in the mobile navigation market. Companies are trying to develop something different from the 80s-like lined maps - richer in content and more realistic to the mobile user. This is what the firm 3DVU offers, bringing high-end rich content to the mobile masses, worldwide.

Founded in 2000, 3DVU began as an enabling technology for the in-car navigation industry. They were the first to make it possible for satellite and aerial imagery, as well as mapping data, such as route information, to be streamed over limited-bandwidth communications with realistic full 3D views and smooth manoeuvrability. The company has strategically partnered with mobile device and handset developers, major satellite and aerial image-sensing entities, mapping and GIS data providers, as well as carmakers and in-car navigation systems. In 2002, 3DVU produced a joint product with car part company, Denso, for Kenwood Japan's in-car navigation systems. 3DVU has continued to develop its technology on PC, PND (Personal Navigation Devices) and mobile phones, giving it an advantage over all the competition in each industry.

## **Navi2Go for continuous 3D aerial photography**

3DVU released **Navi2Go** last April for Orange UK, Sprint, Verizon and Alltel application shops. Consumers immediately reacted and, within 45 days of product launch, Navi2Go hit 'best seller' and 'most popular' lists on these shops. Navi2Go is the only



off-board, mobile application in the world, bringing of the entire country, with real terrain elevation, to mobile phones. [1] The advantage for the user is more intuitive navigation for quick orientation and elimination of mistakes along the way. The advantage for mobile operators is offering something that stands out from the PacMan-like navigation presentation found in so many current systems. Such market differentiation should ultimately result in a rise in sales of their new GPS-enabled devices and Data Plans. The premise is that the more compelling a navigation solution is, the more use the consumer has for such things.

Navi2Go provides real-time GPS tracking, turn-by-turn voice- and text-guided navigation in English, French, German, Dutch and Czech for drivers and pedestrians. Navi2Go introduced high-resolution aerial photography first to hundreds of Windows Mobile Pocket PCs and Smartphones and later released Navi2Go for BlackBerry and Symbian S60 devices, namely Nokia phones. Navi2Go includes an extensive Search functionality, presenting users with a wide list of POIs (points of interest) and efficient navigation options making it easy for travellers to personalize their trip. Considering that the In-Car Navigation System costs a few hundred dollars, Navi2Go offers two key benefits for consumers. Firstly, the price is accessible to everyone, and secondly, the application is not limited to use only inside your car to search for specific locations or finding directions; you have access to the service as long as you have your cell phone.

In comparing Navi2Go to applications such as Google Maps, note that Google Maps only presents 2D pictures, so it is a flat image of the world and not the full 3D experience of Navi2Go. Also, the time delay on Google Maps, as it presents (refreshes) tiles as you move along, is absent from

Navi2Go, which brings continuous imagery without the wait - a crucial aspect of navigating. Google Earth, found on PCs and the iPhone only, whereas Navi2Go is offered to hundreds of mobile models, does present 3D pictures but gives no navigation functionality at all, no real-time turn-by-turn voice guided navigation; it shows you where you are, but is not a true navigation solution.

In November 2008, 3DVU released an enhanced version of Navi2Go, offering users a choice when navigating with their mobiles. You can navigate with either 3D aerial photos of the USA, UK, Germany, Netherlands and Czech Republic or a 3D lined-map of all of the USA or Europe. Both modes have terrain elevation and both are offered for the price of one navigation plan. The unique map which 3DVU developed for Navi2Go is innovative lined-map with high definition terrain elevation giving users the driver's 3D perspective.

### Way2Go for planning ahead

In December 2008, 3DVU announced another unique product - **Way2Go**. For those travellers who want to plan ahead, Way2Go is an ideal online web-based navigation planner combined with free mobile viewer of 3D aerial photography with real landscape elevation. This onboard navigation package allows people to plan their journey on their PC or notebook computer and synchronizes it with their mobile device, giving access to 3D picture routes and favourite destinations while on the move.

Similar to a phone calling card, Way2Go subscribers prepay a monthly fee [2] for the web-based route planning, cutting and synchronizing of up to 30 routes (up to 3,000 Km in total) and the mobile 3D viewer is free to all. Way2Go users can forward their 3D picture routes to family, friends and colleagues to view and navigate with real-

time GPS tracking, turn-by-turn voice and text guidance for free, on any supported Symbian and Windows Mobile handsets. Users can send visitors navigation directions of the 3D picture route to their home or other meeting place.

3DVU's technology is available as an onboard mobile phone application without mobile operators' network connection and fees. According to Isaac Levanon, Chairman and CEO of 3DVU, this offers "a major breakthrough and extends our reach to more mobile users with the most economical way to navigate, providing rich media without the rich cost."

### The future?

Moving forward, 3DVU will provide all of Europe in 3D aerial photography and plans to develop Navi2Go and Way2Go on iPhone, Android and Linux. 3DVU is also working on development of **3DCTVU** (pronounced "3D city view"), which will bring high-definition imagery of 3D buildings and their facades from the street view perspective.

Today, navigation information is rapidly becoming a necessity for mobile users. What was once considered to be a luxury is now the standard in all new GPS-enabled phones. As advanced mobile technology become ever more available to all, users are looking for the most efficient and intuitive navigation features for their phones. For the same price as standard turn-by-turn mobile applications offering lines for streets and dots for houses, 3DVU brings real streets, real houses, real intersections, real mountains and more to mobile users.

[1] Navi2Go is priced at \$9.99 per month, at the time this article goes to press.

[2] Way2Go subscribers prepay \$4.99 per month for this service, at the time this article goes to the press.

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