

Tele Atlas Maps for Samsung GPS Devices

Tele Atlas, a global provider of digital maps and dynamic content for navigation and location-based solutions, and Samsung Electronics, a mobile phone provider, have announced an agreement under which Samsung will use Tele Atlas maps for its GPS-enabled devices. Samsung will be able to provide the ultimate mobile experience with Tele Atlas's™ suite of enhancement products.

These enhancement products include more than 24 million points of interest (POIs), Voice Maps and visual enhancements such as 3D Landmarks, 2D City Maps and Digital Elevation Models, which give wireless navigation and local search application users maps that more closely reflect their surroundings.

"As consumers seek more sophisticated GPS-enabled services from their devices, it is increasingly crucial that handset manufacturers deliver solutions with relevant local content that enriches the mobile experience", said Tele Atlas CEO Bill Henry. "Our unique approach of combining validated community input with state of the art map-making technology to develop the highest quality maps, paired with our innovative location content, will now empower millions more smartphone users around the world."

"People want easy-to-use solutions, and the partnership with Tele Atlas will allow us to provide our customers with exciting and valuable multimedia," said Hyoungmoon No, Vice President of R&D Planning Team, Mobile Communications Division, Samsung Electronics. "We will continue to provide people with innovative functionality, style and usability."

Henry said the two companies will collaborate in the future to deliver rich navigation and location solutions covering a wide range of products and regions. Financial terms of the agreement were not disclosed. For more information about either company, visit www.teleatlas.com and www.samsung.com.