

Agreement for South Korea Maps

Tele Atlas has announced a partnership with South Korea-based SK Energy (SKE) to license the SKE digital maps and enhanced content of South Korea for distribution to the global Tele Atlas customer base. The move expands Tele Atlas map coverage in the APAC region to 13 countries and territories. Under the terms of the agreement, Tele Atlas will gain access to SKE's existing database of more than 186,000 kilometres of navigable roads in South Korea, covering nearly 100 percent of the country, 3,800 municipalities and 50 million inhabitants.

The maps will include enhanced features such as 40 million address points, 1.3 million points of interest, 2D City Maps, 3D landmarks, detailed views of complex road junctions, speed camera information and live traffic services to deliver the most comprehensive offering to personal navigation, wireless, Internet, automotive and enterprise customers.

In order to maintain Tele Atlas' comprehensive change detection and update process, SKE will monitor the South Korean road network for changes and provide regular updates to Tele Atlas. Tele Atlas will leverage this data along with its proven data sourcing processes, including leveraging input from the community of navigation device and application users. SKE also will become a value added partner and reseller of Tele Atlas global products to the SK subsidiaries and SKE partners. "South Korea is a key market in APAC with a very developed and advanced navigation industry, so it represents an attractive expansion opportunity for our global customers," said Tele Atlas APAC COO Mark Steele. "SKE is the leading player in the South Korean wireless navigation market with the strongest foundation on which to expand our APAC offering."

Mr. Dosung Kim, SK Energy Vice President said, "Tele Atlas and SKE share the same vision of providing users with the service beyond navigation experience and through this partnership, SKE can expand to global navigation and LBS industry markets."

Tele Atlas currently offers maps covering 75 countries around the world, including fully navigable maps of China, Taiwan, Hong Kong, Macau, Thailand, Singapore, Malaysia, Indonesia and India. The company will continue to expand its APAC offering in the future with map coverage of additional countries in 2009.

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