

Maps Contract and Business Podcast at CES



Tele Atlas and Mio Technology, a leading worldwide maker of portable GPS navigation devices, announced that Tele Atlas digital maps and content will be featured in all new Mio devices unveiled at CES 2009.

Mio's new GPS devices for North America - Mio Moov S556, Mio Moov S300, Mio Moov S500 and Mio Moov S700 - are pre-loaded with maps of the U.S. and Canada, more than 12 million POIs, and Text-to-Speech (spoken street names) in three languages, with additional languages available for download via the Mio More Desktop software. The devices also include Tele Atlas Brand Icons, which help enhance users' navigation experience by visually representing the POIs of participating businesses as instantly recognizable logos, so mobile consumers can accurately identify specific brands of

interest. Additionally, the flat-panel Mio Moov S556 will incorporate Tele Atlas Junction Views, which clearly displays complex intersections by showing the areas in 3D, using arrows to indicate the proper driving lanes.

Also on CES 2009, Tele Atlas added a new episode to the Tele Atlas Digital Mapping Podcast Series, which provides insight into industry trends, discussion of various topics related to digital maps and location based solutions, and timely details about Tele Atlas news.

The newest episode of the podcast of the series titled, "An Expert's Perspective on Digital Mapping Trends," will feature Dominique Bonte, Research Director at ABI Research, to discuss current digital mapping trends and offers an outlook for 2009. Margot Delogne, vice president of global communications with Tele Atlas, hosts this exclusive podcast, as well as the regularly scheduled discussions with various Tele Atlas executives and industry experts.

"Digital mapping now encompasses more than roads and road attributes to support applications for navigation and pedestrian location services, including more geographical content, visual enhancements and photographic content and most notably, dynamic content, which is becoming a major and vital enhancement," said Bonte. "The digital mapping industry has also evolved to engage the community of users, and this will be a key component to maintaining up-to-date maps with increasing richness and freshness." As part of ABI Research's international telematics and automotive research team, Bonte is responsible for the firm's telematics and navigation coverage.

Additional episodes from the Tele Atlas podcast series are currently available online through iTunes where it is possible to subscribe to the Tele Atlas podcast series.