

Tele Atlas Adds Full Coverage China

Tele Atlas (The Netherlands) has signed a license and distribution agreement with Beijing Changdi Youhao Mapping Technologies Co., Ltd., an affiliate of China-based Ritu Information Systems Inc. The agreement gives Tele Atlas Asia-Pacific full map coverage of 337 Chinese cities, complete with censor codes.

Tele Atlas chief operating officer of Asia-Pacific Mark Steele said that China is a burgeoning market for in-car, portable, and wireless navigation systems and applications. "The potential is significant in this market, which has more consumers than the U.S. and European markets combined. This agreement accelerates our ability to deliver high quality, detailed digital maps to global and Chinese customers eager to expand in the country."

Formed in 1994, Changdi delivers digital maps to in-car, personal navigation, enterprise, GIS, Internet and wireless application and product providers. Steele added that the operations of Tele Atlas' current mapping partner, SIS, will be combined with Changdi's operations, and Tele Atlas will acquire the remaining 75% of the Tele Atlas/SIS joint venture "NaviAtlas"™, making that company a wholly owned subsidiary of Tele Atlas. NaviAtlas will function as Tele Atlas' marketing and sales company in China.

<https://www.gim-international.com/content/news/tele-atlas-adds-full-coverage-china>
