

Tele Atlas Unveils China Map, Expansion in China

Tele Atlas (Belgium) has introduced Tele Atlas MultiNet China, a complete digital map of the country available with street-level coverage for more than 3,000 provincial and county cities. The company also announced it has opened a Display Technology Center in Shanghai, focused on producing visual enhancements such as 3D landmarks, 3D city maps and crossing magnifications for the Asia Pacific region. The company cited market research figures in explaining its expansion in China.

"According to our recent studies, the in-vehicle navigation market in China is projected to grow from 80,000 units in 2005 to nearly 1.5 million systems by 2012," said Phil Magney, president and co-founder, Telematics Research Group. "Dedicated personal navigation devices (PNDs) are likely to see even stronger growth - from 220,000 units in 2006 to over 2.8 million units in 2012."

China is also the world's largest market for mobile phones. With falling average selling prices (ASPs) for GPS handsets, domestic shipments will rise to 16.5 million units in 2011, more than 10 times the 1.4 million in 2007, according to market research firm iSuppli Corp.

MultiNet is a turn-by-turn database product for creating map-based navigation applications. MultiNet-based applications have already been deployed in millions of automotive systems, personal navigation devices, personal computers, PDAs and mobile phones around the world, according to Tele Atlas.

Through its partnership with Beijing Changdi Mapping Technologies Co., an affiliate of China-based Ritu Information Systems Inc., Tele Atlas' global digital map database now includes complete coverage for more than 3,000 Chinese cities and territories, including Hong Kong and Macao, as well as one million kilometres of navigable data and 2.6 million points of interest (POIs). The maps also feature information that helps provide clear driving instruction for highways and complex intersections, such as lane, signpost, direction, exit and entrance information, the company says.

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