

# Winners of "LBS-Out the Box" Contest

Tele Atlas revealed the winners in the inaugural Tele Atlas LBS Innovators Series "LBS-Out the Box" contest as Nulaz in the "Market Ready" category and Rummble in the "Disruptive Innovation" category.

"LBS - Out the Box" is part of the Tele Atlas LBS Innovators Series, an ongoing program held in conjunction with Tele Atlas DeveloperLinkSM to help foster innovation and enable application developers to increase their visibility, credibility and success with key participants in the industry. In the inaugural "Out The Box" contest, semi-finalists were judged based on commercial viability and innovative use of maps in the application in two categories: Market Ready, which includes commercially-ready LBS applications targeted at consumers, and Disruption Innovation, which includes location-enhanced solutions designed to push the boundaries in the LBS market.

## Winning Applications

As the winners, Nulaz and Rummble will each be awarded EUR20,000 in cash and a license to use Tele Atlas map data valued at EUR25,000. Both Nulaz and Rummble will showcase their applications in the Tele Atlas stand at Mobile World Congress 2009 in Barcelona (Hall 8, Booth C118). Notably, the winners were selected by a judging panel that included representatives from 3, Google, Orange Partner and Sony Ericsson.

Nulaz is a Web 2.0 service for the mobile phone and Internet that combines location-based information with social networking tools. Nulaz provides information to users about what is happening around them.

Rummble is a location-based discovery tool and social search platform designed to enable consumers to find people and places nearby based on their individual preferences.

Semi-finalists Commandro, MobGeo, Texperts and Webwag will be awarded prizes of EUR8,000 in cash. Notably, finalists and winners in previous Tele Atlas LBS Innovators Series programs - such as GPSshopper, loopt, Pongr and Socialight in North America - have leveraged their success to launch commercial location-based solutions.