THE FULLY NETWORKED CAR

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CONNEXIS

3 C's: Content, Community, Connectivity

Geneva, 5-7 March 2008

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Recognized Leadership

NAVTEQ is a leading provider of comprehensive digital map and content information for automotive navigation systems, mobile navigation devices and Internet-based mapping applications

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Next Generation of Telematics

- Provides wide-range of telematics services and enabling technology on a global scale
- Works in partnership with vehicle manufacturers worldwide to create a successful approach to vehicle communications and services
- Draws upon decades of experience in the automotive, telematics, call center and telecommunications industries
- Takes a long-term approach
- Co-developed NGTP next generation telematics platform

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The Feedback Loop

Change–Deltas
RDD

Location
Referencing

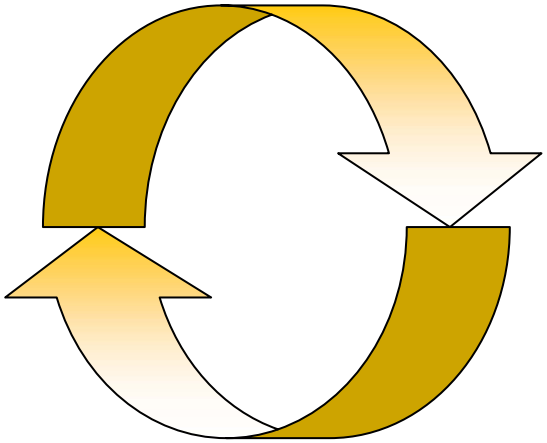
Thousands of
Sources

Content
Management

Compilation

Disk
Internet
Wireless

Distribution



Devices

Quality,
Coverage,
Features

Feedback

MapReporter
Web 2.0
Wireless

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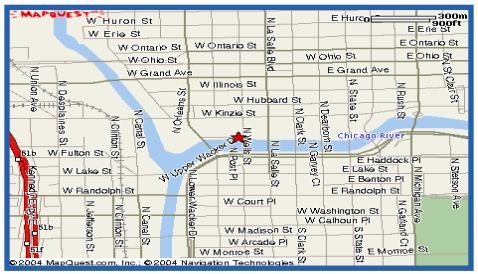
NAVTEQ® Maps are Everywhere

NAVTEQ is a leading provider of the digital map data and other content that power many of the world's most innovative navigation applications.

In-Dash

Telematics

Internet



Portable

Cell Phones

Trip Planning

Fleet

Enterprise

Government

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Superior Detail and Richness

NAVTEQ® maps have up to 260 unique attributes for every road segment and Points of Interest in over 50 categories

Turn Restrictions

One-Ways

Access Restrictions

Underground Exits

Physical Barriers

Complex Maneuvers

Vanity Addresses

Points of Interest

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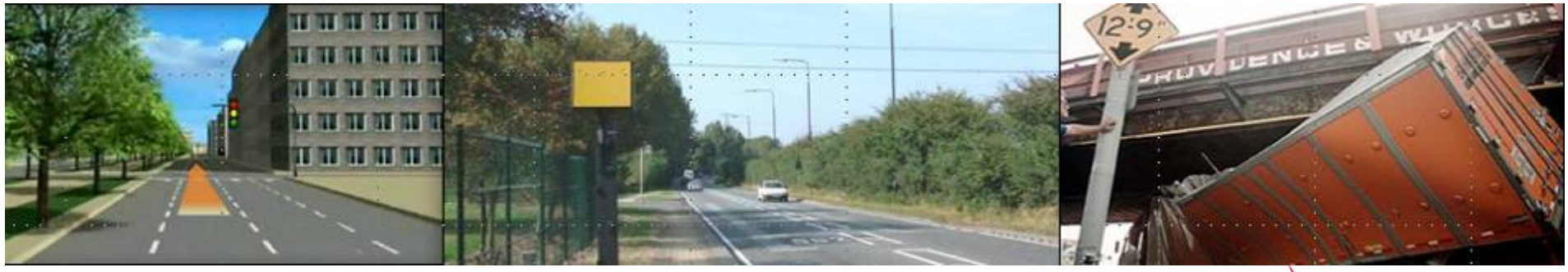
Emphasis on Content

Content enables differentiated applications and gives users the information they need en route.

Enhancing the Navigation Experience ⟷ **Enabling New Navigation Functionality**

Navigable | **Display** | **Enabling** | **Consumer** | **Informational**



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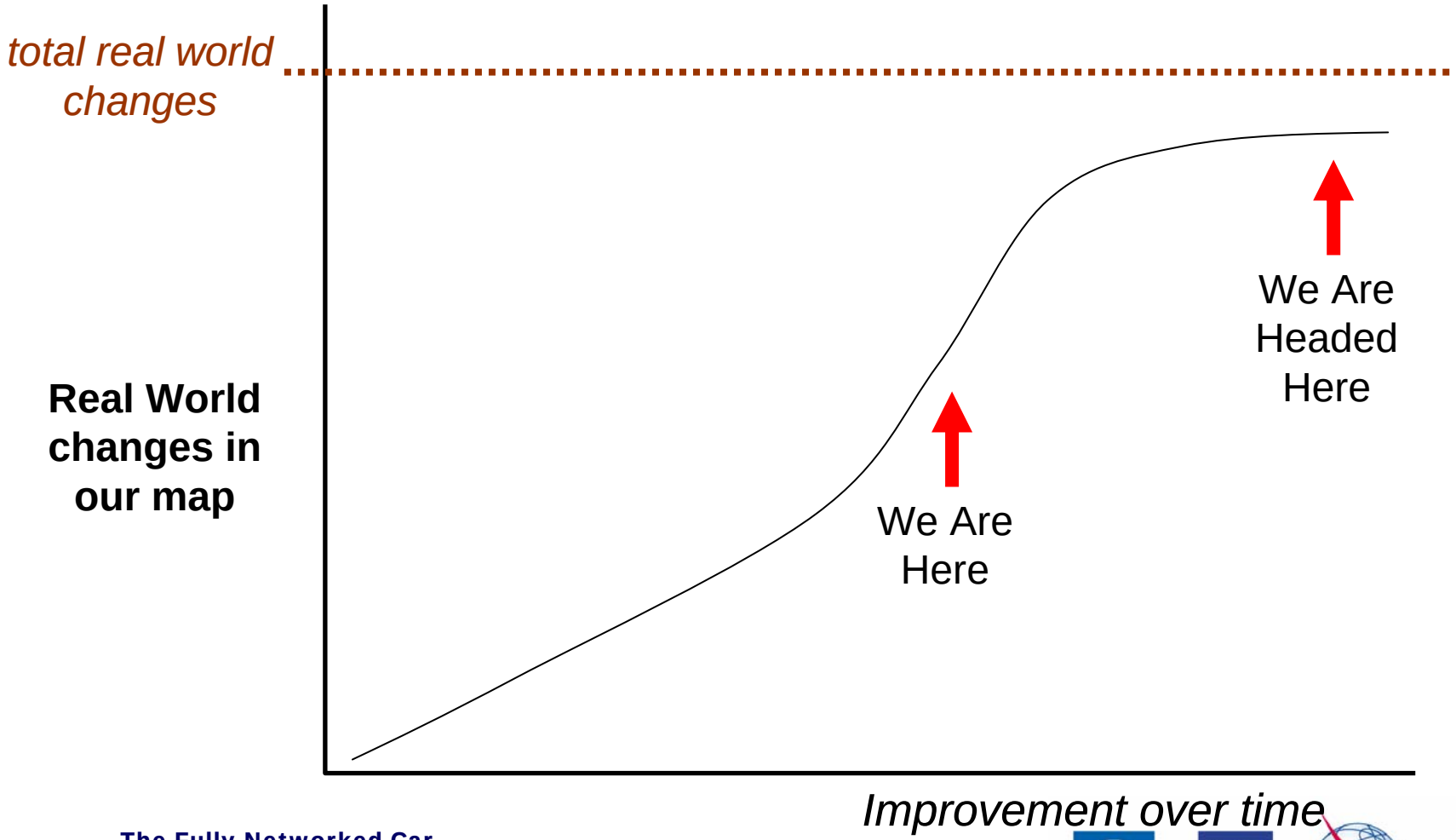
Increasing our Database Accuracy



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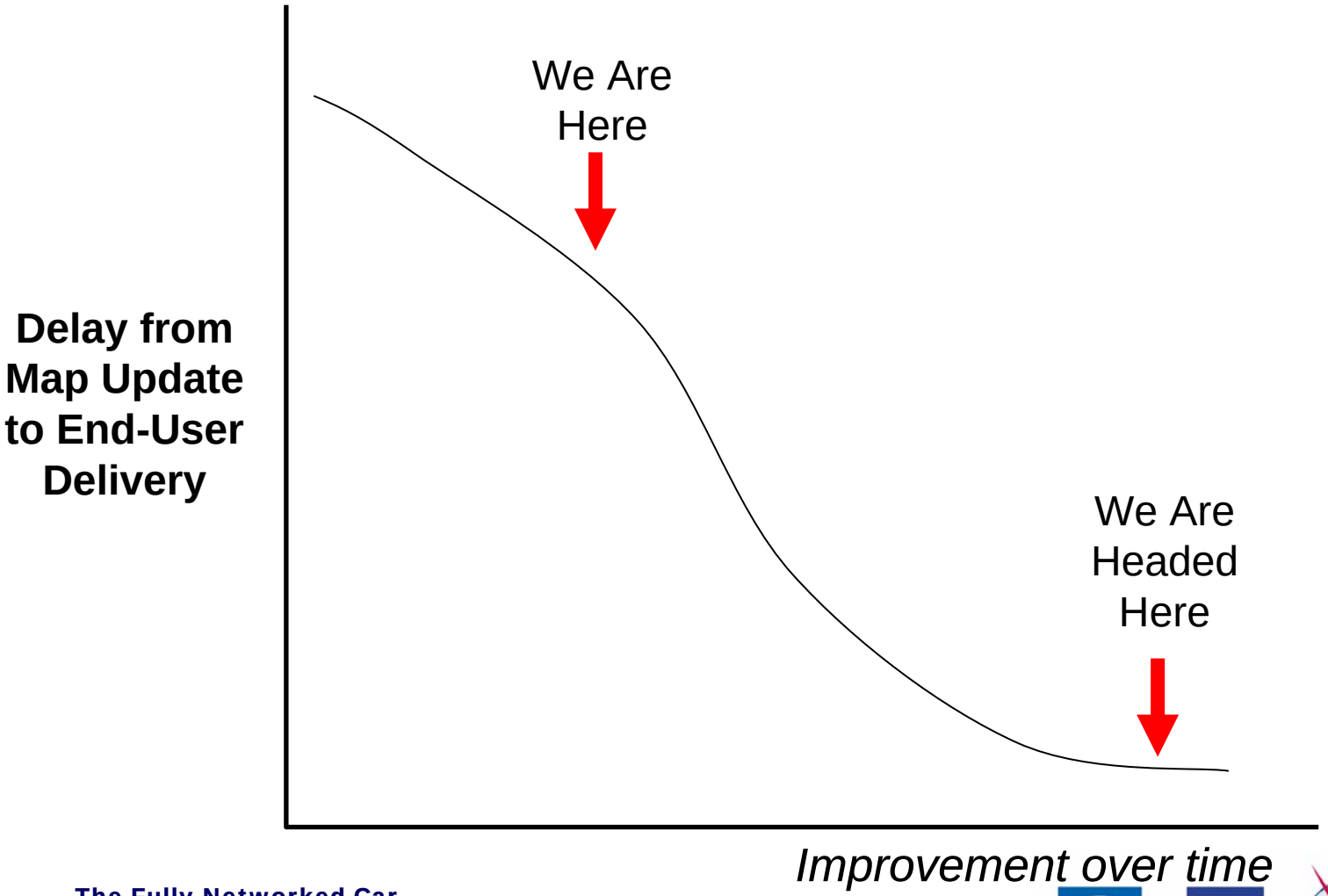
Reducing our Map Updates Delay



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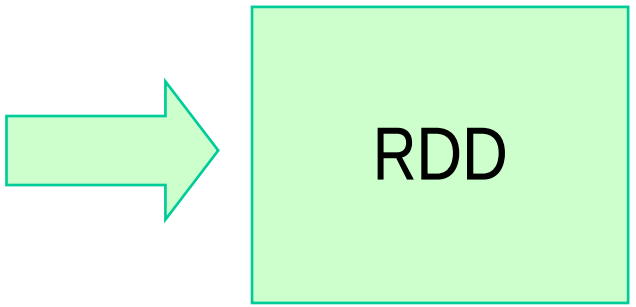
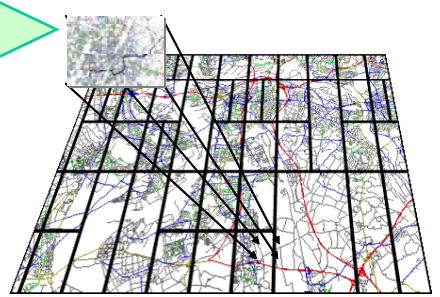
Rapid Data Delivery – Goals

Shorten the time between when a change is observed in the real world and when it is available to customers

- *Get data to our customers more frequently*
  - Identify content packages for delivery
  - Put tools and processes in place
- *Deliver it in a format that is easily usable*
  - Rapid complete delivery of high priority updates
  - Map & Content Delta Delivery Format





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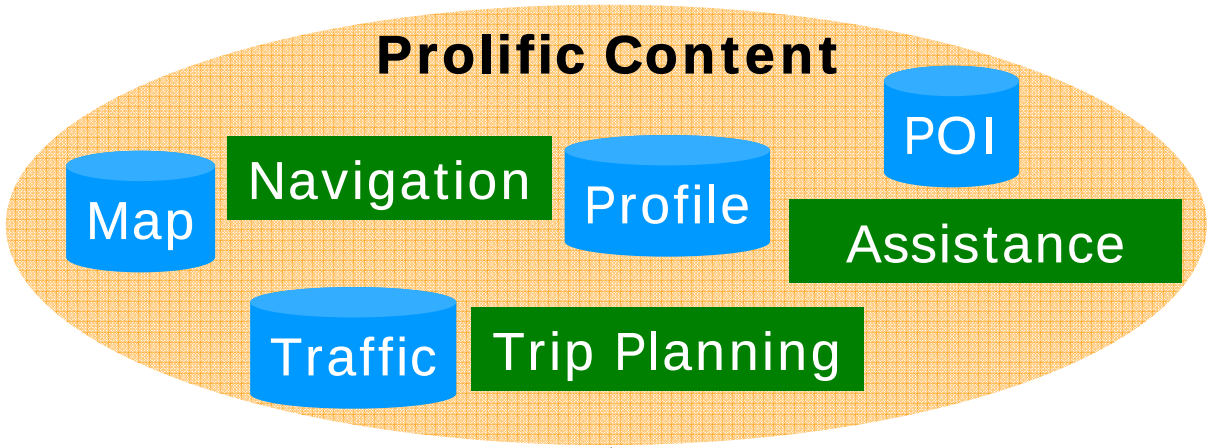
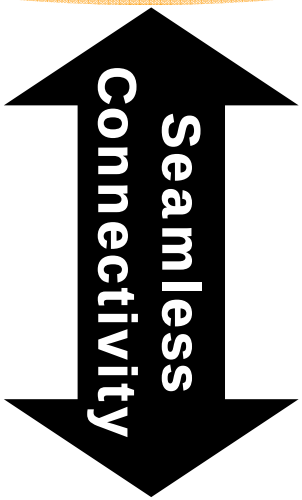
Enhanced Driver's Experience

Our Telematics Market Vision



Access to a large community of service and content providers



- Transparent access through efficient communications providers
- Protocol independence
- Cost optimization
- Terminal roaming

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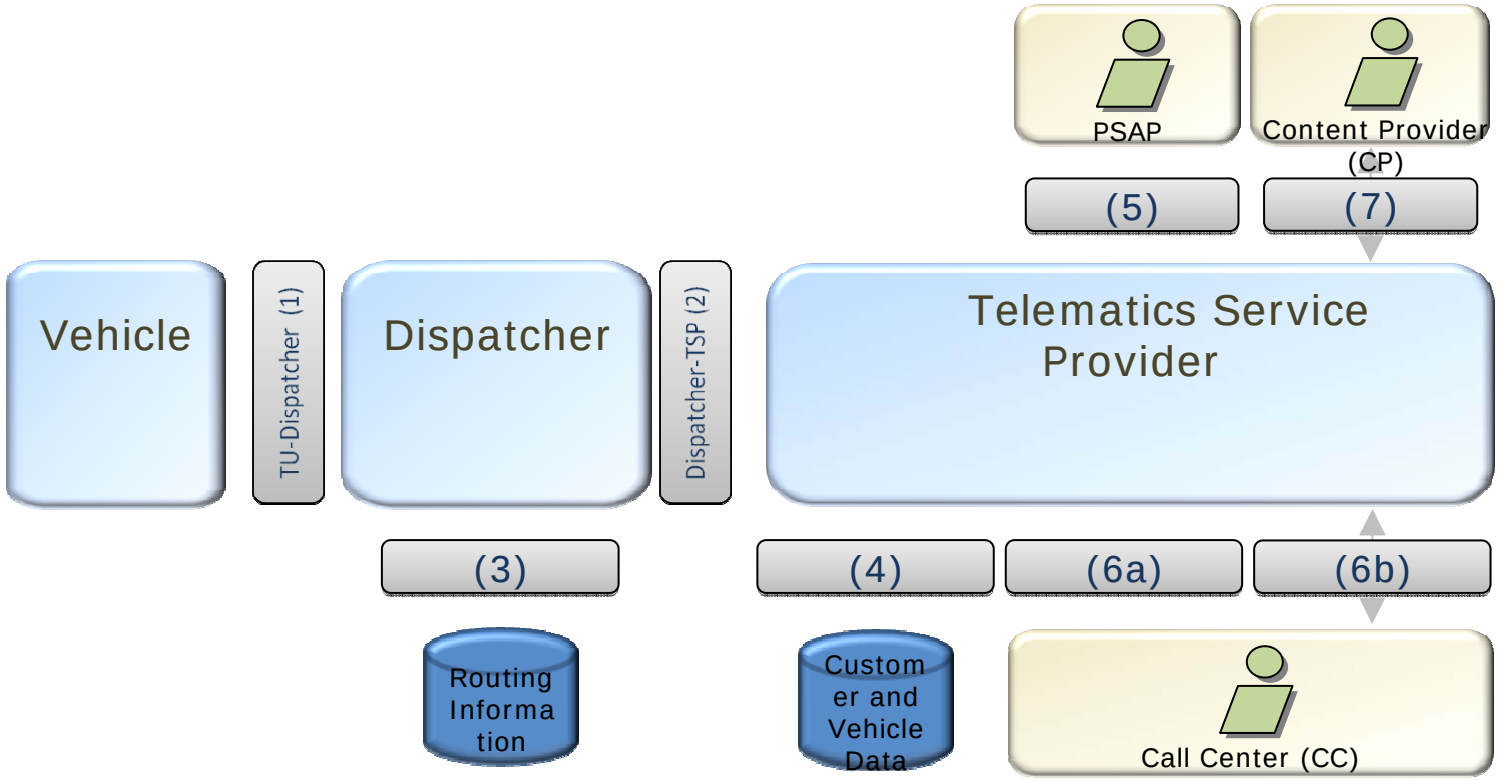
NGTP is a Step Toward the Vision

- Connect users with information and services of their choice
- Simplify the complexity of vehicle communication
- Simplify the complexity of managing different hardware



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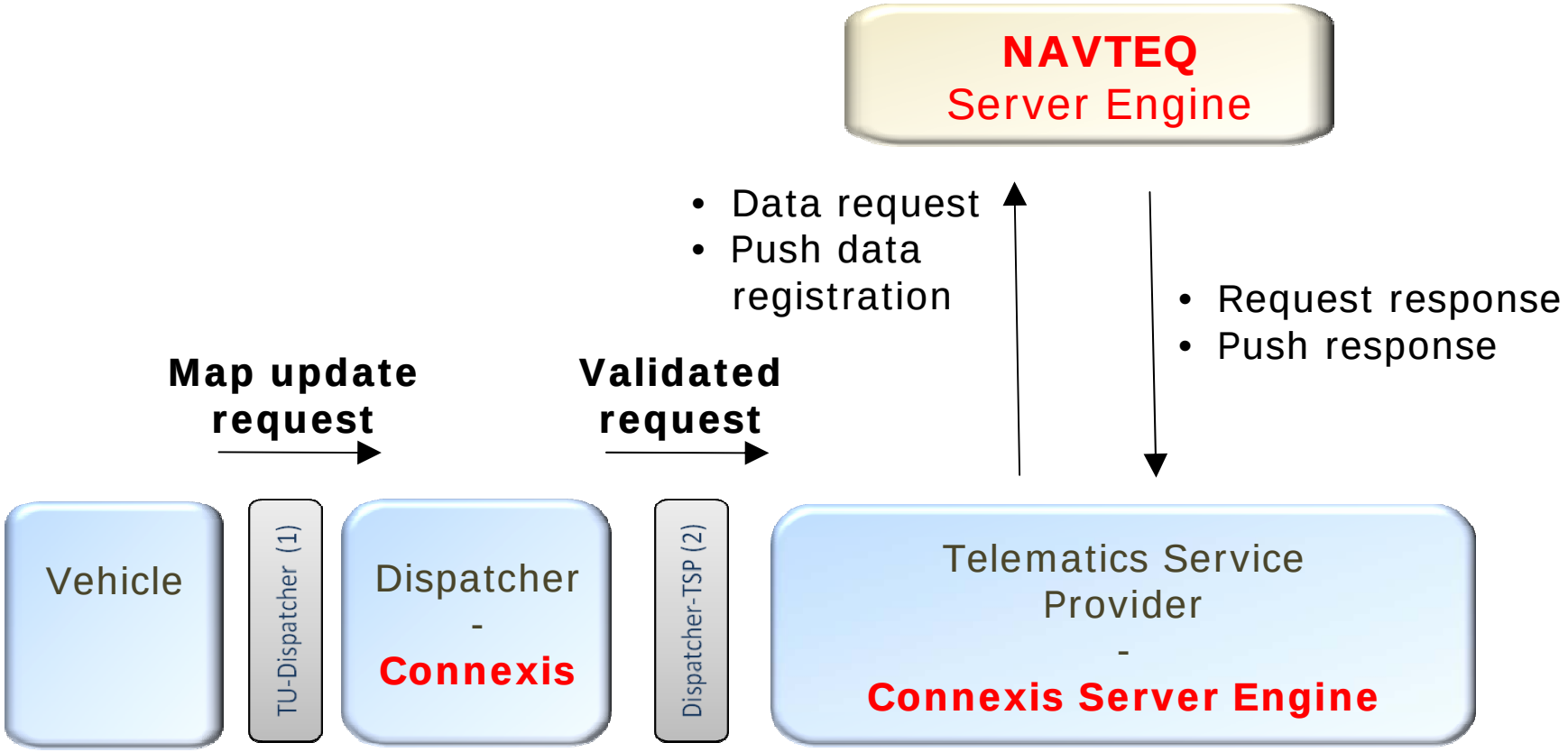
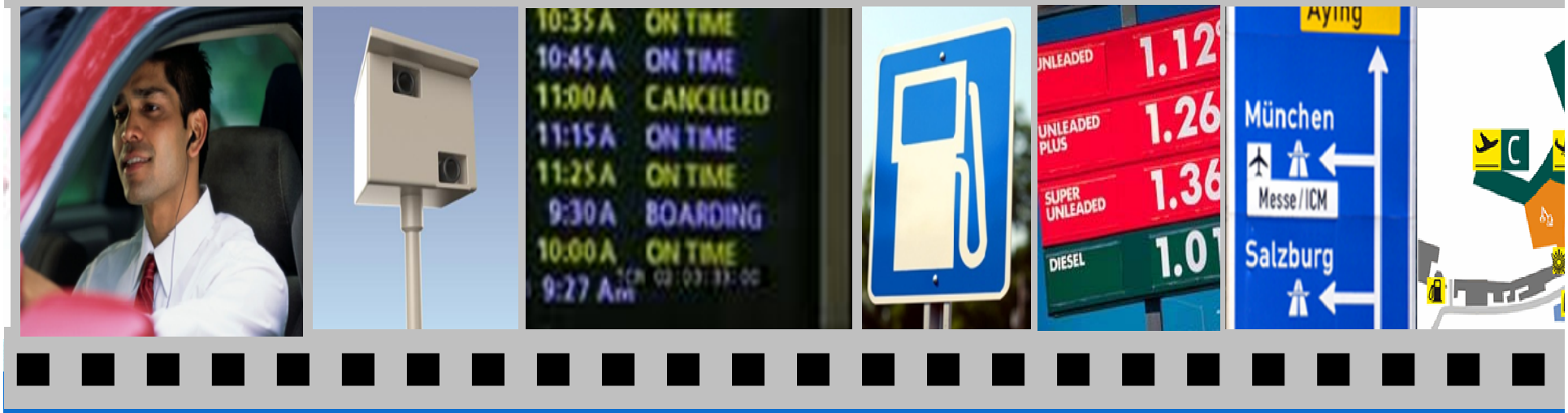
Navteq/Connexis Map Updating System



Summary

It is an industry-wide effort to realize full potential of the Networked Car:
Map, Content, Connectivity, The Feedback Loop



Road Attributes POI's Public Transport info Travel Guides Traffic…