



CoPilot® Live™ Brings Local Search to Mobile Phone Navigation

February 8th 2008, London UK. ALK Technologies today announced that customers of its award-winning CoPilot Live mobile phone navigation system will be able to benefit from an integral connection to Microsoft's Live Search™ API.

Simply key-in a search query into a free-text input box, for example 'bank', 'coffee' or a favoured brand, and a list of the matches closest to the current location is displayed. It's a significant enhancement to CoPilot's on-board address and points of interest search, providing access to a huge variety of dynamic real-time information.

CoPilot Live sends queries to Microsoft's Live Search API via the mobile Internet, providing navigation users with instant access to a vast quantity of location-specific information. Search results provide details of nearby businesses, shops, restaurants, and leisure facilities, which can be previewed and added to an itinerary for spoken and on-screen turn guidance. The system will also be capable of displaying community-generated reviews and rankings, helping users make an informed selection.

CoPilot Live takes advantage of a phone's built-in mobile Internet connectivity, unlike some recently announced Personal Navigation Devices (PNDs), which require the expense of an additional mobile contract for connected services. This combination of feature-rich on-board navigation, and genuinely useful CoPilot Live location-specific information, offers an optimal customer experience and an ideal data proposition for Mobile Operators.

Michael Kornhauser, Managing Director and Vice President of ALK Technologies said "CoPilot is the original connected navigation system – we were the first to integrate real-time mobile Internet services as standard with our CoPilot Live location tracking service. The search experience made possible by the Live Search API is a great extension of our navigation-based mobile Internet services, which provide our customers with the relevant up to date information they need, when they need it."



“Microsoft’s overall success is due in large part to the extensibility of the platform offerings that industry partners differentiate through their innovation,” said Randy Both, Group Marketing Manager at Microsoft. “With Microsoft’s Live Search API, technology collaborators can create new solutions such as ALK’s CoPilot Live. We’re encouraged to see its innovation and look for ALK and others to continue a revolution in search built on Microsoft’s platform.”

To see a demonstration of CoPilot Live’s connection to Live Search at Mobile World Congress, visit ALK on the Microsoft stand, Hall 1, D19 or the NAVTEQ stand, Hall 1, G45.

Alternatively visit www.copilotlivesearch.com

About ALK Technologies

ALK Technologies is a privately-held company headquartered in Princeton, New Jersey with offices in UK, Germany, Spain, France, Denmark and Taiwan. Since its founding in 1979, ALK has recognized the power of information technology and its direct link to competitive advantage and improved quality of life.

ALK Technologies is at the forefront of the growth in demand for mobile satellite navigation in Europe, through its award-winning CoPilot® GPS navigation software product family.

CoPilot® Live transforms phones, PDAs and other mobile devices into powerful satellite navigation systems, with the additional benefit of integrated real-time navigation-based services - NBS - such as local search, location-tracking, messaging and fleet management. Mobile operators and hardware manufacturers such as O2, T-Mobile, HTC, Motorola and Intermec have selected CoPilot Live as their navigation software of choice thanks to its rich customer experience and value-added mobile data proposition. Leading businesses, including Tesco, Severn Trent Water and Drive Assist, are increasingly choosing to deploy CoPilot Live to improve business efficiency.

ALK is a Microsoft Certified Gold Partner, a member of the UK Mobile Data Association and received the 2005 Microsoft Partner of the Year award for Mobility Solutions Sales and Marketing.

Further information about ALK and CoPilot Live is available at www.alk.eu.com

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