

For Immediate Release

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ALK Technologies announces CoPilot[®] Live[™] 7 mobile phone GPS navigation

Latest generation GPS navigation software for mobile phones combines dedicated system simplicity with Live services and market-first support for Microsoft Windows Mobile[®] 6

- ☎ Simple to use, dedicated satellite navigation performance for mobile phones.
- ☎ Brand-customisable for Mobile Operators, OEMs and handset manufacturers.
- ☎ Improved routing, redesigned colourful 2D/3D maps and natural text-to-speech voice directions in 13 languages.
- ☎ Downloadable, community-sharable voices, routes and map styles via CoPilot[®] Central[™].
- ☎ Latest NAVTEQ maps of Western Europe including the extended London Congestion Charge Zone and over 1 million updated Points of Interest, with the ability to search and select by brand.
- ☎ New walking and cycling guidance modes, speed limit alerts and preloaded speed camera database.
- ☎ Real-time mobile data services include location tracking, optional Live traffic and the ability to send locations and maps to others via SMS or MMS.

February 12th 2007, 3GSM World Congress, Barcelona. ALK Technologies today unveiled CoPilot[®] Live[™] 7 GPS navigation for mobile phones and PDAs. Supporting Windows Mobile 6 devices from launch, CoPilot Live 7 redefines mobile satellite navigation with its simple and intuitive menus, new clearer 2D/3D map views, and compelling mobile data services. CoPilot Live 7 offers entirely personalised navigation which enables mobile operators, handset manufacturers and individuals to adjust colours, styles and features to suit their preferences or brand requirements.

CoPilot Live 7 is designed to make navigation on a phone as easy to use as a dedicated sat nav device. Entering an exact destination is simple with redesigned step-by-step address entry, finger-touch buttons, predictive address matching and on-screen set-up wizards. Large buttoned menus make frequently used features quickly accessible, with a 'find nearest' option to locate the closest petrol station or car park.

CoPilot Live 7's redesigned 2D and 3D map views enable drivers or pedestrians to see their exact location and the way ahead clearly and easily. Customers can choose from a variety of industry standard road colour schemes or create their own personalised skins. As with all CoPilot navigation solutions, Driver Safety is the priority so by default a map is only shown close to a turn or junction, progressively zooming-in automatically before returning to the non-distracting safety screen once the turn is completed.

CoPilot Live's spoken turn instructions are now clearer thanks to its new Text-To-Speech voice commands, with detailed instructions pronounced naturally in 13 different languages both on Windows Mobile powered Pocket PCs and Smartphones. Driving anywhere becomes as easy as driving in your home town.

CoPilot Live 7 incorporates the latest European digital mapping from NAVTEQ accurate down to house number or 7 digit UK post code, including full coverage of the Republic of Ireland, Spain, Portugal and Scandinavia. Customers can be confident of detailed mapping on their phone wherever they venture in Western Europe. There's extensive coverage of Eastern Europe, while over 1 million updated and validated points of interest are now searchable by brand.

One of the advantages of having GPS navigation on a phone is portability. CoPilot Live 7's new Walking and Cycling modes are designed to take Sat Nav out of the car and provide voice guidance and mapping suited to the pedestrian or cyclist, ignoring vehicle restrictions where appropriate.

CoPilot Live 7's powerful new desktop management companion "CoPilot Central" enables customers to create personal colour schemes, routes, trips and points of Interest databases for download to their CoPilot or share them online with others. CoPilot Central extends CoPilot's mapping and trip planning to the desktop with powerful multi-stop pre-trip planning across Europe. Advanced diagnostics functionality automatically downloads software updates while making map upgrades simple.

In UK, over 3000 people are killed in road traffic accidents each year, 1 in 5 of which are related to excess speed. CoPilot Live 7 incorporates excess speed alerts designed to remind drivers about local speed limits and includes a preloaded database of safety camera locations, updated regularly via CoPilot Central. Spoken and on-screen warnings are provided on the approach to camera locations. For CoPilot users, dedicated camera warning systems and subscriptions are now an unnecessary cost.

CoPilot Live 7 is a truly connected navigation system that utilises a mobile phone's mobile internet connection to deliver real-time Navigation Based Services and enables interaction with others when on the move. Live traffic information and avoidance is optionally available for all customers, while CoPilot's unique Live location tracking via the Internet has been made easier to use than before. It's now possible to send a tracking invitation directly to a Microsoft Outlook contact from within CoPilot, enabling the recipient to view your location, send messages and even new destinations in real time.

CoPilot Live 7 also enables customers to send their location, eta and intended destination via SMS, as well as a map of their current location via MMS. Additional Live services will be made available throughout 2007, including the ability to download Points of Interest and local information when on the move via the mobile internet.

CoPilot live 7 is easily customisable for mobile operators. Colour schemes, features, icons and images can all be adjusted to create a unique own-branded customer experience. Live mobile data services can be specified by Mobile Operators to incorporate their preferred partners or customised content.

Michael Kornhauser, Vice President, Managing Director of ALK Technologies said "CoPilot Live 7 is a truly personalised satellite navigation system. We can now provide drivers, cyclists and pedestrians with the same experience on a phone as a dedicated or in-dash sat nav system, as well as useful real-time location-specific services such as traffic or location tracking. Now mobile phones are just as useful for helping you find the way as they are for making calls."

David Hooper, EMEA Mobility Business Group Marketing Manager of Microsoft said "It's excellent news that CoPilot Live 7 is ready to use on Windows Mobile 6 devices. Customers can now enjoy dedicated navigation performance and a rich communication experience on a single Windows Mobile device. CoPilot Live and Windows Mobile has enjoyed tremendous retail success through UK Mobile Operators and we expect this to continue thanks to the rich functionality available in CoPilot Live 7 and Windows Mobile 6."

CoPilot Live 7 will be initially available for Windows Mobile powered smartphones and Pocket PCs, including market-first compatibility with Windows Mobile 6 devices.

Notes to Editors

About ALK Technologies

ALK Technologies is at the forefront of mobile navigation technology with over 28 years expertise developing solutions for corporate and consumer customers globally.

ALK's CoPilot® mobile GPS navigation solutions are available in Europe, North America and Australia as retail-branded products and as the basis for leading OEM navigation systems, while the Company's PC*MILER® routing, mapping and fleet management solutions are used by over 23,000 transportation, logistics and manufacturing companies Worldwide.

CoPilot® Live transforms mobile phones and other portable devices into powerful satellite navigation systems with the additional benefit of integrated real-time location-tracking, messaging, and information services. The software is rapidly becoming the satellite navigation software of choice for Mobile Operators, OEM's and handset manufacturers. Commercial partners include Acer, T-Mobile, O2, Motorola, Sony Ericsson, Intermec, HP, Panasonic, HTC, Scania, Ford and BMW. Technology partners include NAVTEQ, Microsoft, Symbian, Sirf, Marvel and NXP. Corporate customers include Tesco.com, Drive Assist, Severn Trent Water and McNicholas Plc.

ALK is a Microsoft Certified Gold Partner and received the 2005 Microsoft Partner of the Year award for Mobility Solutions Sales and Marketing. The Company's innovative FleetCenter™ integrated navigation, location-tracking and fleet management application won the 2006 Global LBS Challenge.

ALK is the Navigation and Tracking Sponsor to the Gumball 3000 Rally, and a Sponsor to Charlton Athletic FC.

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For further press information, images, product information or review, please contact:

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