



**NAVTEQ**

**WCA LBS SIG - July 28, 2009**

**NAVTEQ**

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# What's new in NAVTEQ content?

Each year we expand our product offerings and drive market innovation with new ideas to assist our customers in their efforts to capitalize on the latest industry and consumer trends



Discover Cities



Brand Icons



Junction View



NAVTEQ Voice



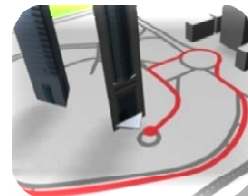
NAVTEQ Camera Alert



Speed Limits



Extended Lanes



Building Names



3D Landmarks



3D City Models



Driver Alert



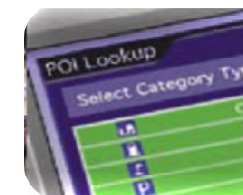
NAVTEQ Traffic



Rich POI Content



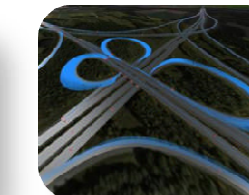
Point Addressing



POIs



Sign-As-Real



Curve and Slope



NAVTEQ Transport

# Feeling Trendy?

**Haptics**

**3D Graphics  
Acceleration**

**MID's, Netbooks,  
Consumer  
Electronics**

**Rich, graphical  
UI and  
interactivity**

**Multi-modality –  
based on  
context**

**Hyper local**

**Adaptive  
recommendation  
engines**

**Advertising**

**Augmented  
Reality**



