



Powering Local Mobile Search and Navigation



Powering Location-Based Solutions

Platform Choices

- Why not Google Maps API?
 - Google controls map look/feel and functionality
 - Your app may be come competitive with Google one morning
 - They are an advertising company, not an API/SDK provider ;-)
- Why not Android
 - Limited to Android devices
 - Great “Buzz Factor”
 - See Above
- Why not Ovi (Our hosts tonight, Thank you!)
 - Great infrastructure and support.
 - Handset distribution not as wide in US market.
- Why not iPhone
 - Limited to iPhone/iPod Touch devices
 - Albeit a large number of capable devices, represents a minority % of market
- Why deCarta?
 - Robust, Scalable platform that spans all major OS and Device types!
 - When control of your brand and your business matter



deCarta is the leading independent Location-Based Services (LBS) software platform company



- Founded in 1996, 120 employees
- Reputation for advanced geo-spatial science and innovation
 - 19 patents granted, 26 pending
- 90% share of US mobile LBS market
- 13 mobile operators in Europe
- Key supplier of personal navigation device (PND) software and connected PND services



deCarta is a key supplier to the LBS market

- **Mobile operators, handset OEMs, app developers**

- Verizon, T-Mobile, Samsung, LG, TeleNav, NIM, Loopt



- **PNDs, connected PNDs**

- Best Buy, Escort



- **Automotive**

- GM OnStar, Ford, ATX



- **Internet**

- MultiMap, Google, Yahoo



- **Fleet, mobile resource management (MRM)**

- Gearworks, Trimble, Qualcomm, Wireless Matrix



- **Enterprise**

- American Express, MasterCard

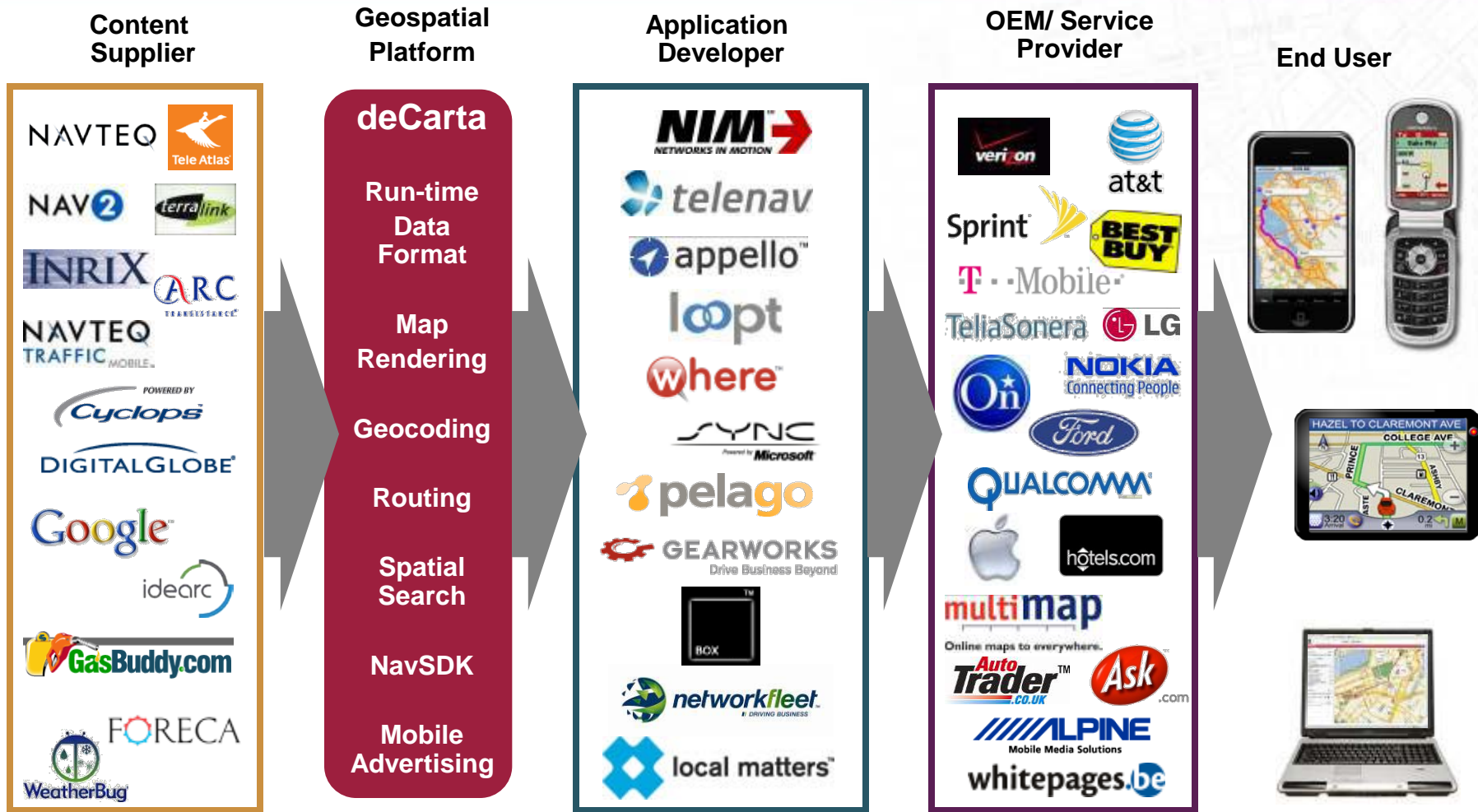


A history of customer innovation enabled by deCarta

- First POI-centric maps
- First wireless turn-by-turn navigation
- First hybrid maps
- First traffic enabled map
- First Internet browser-based, scrollable, tiled mapping solution
- First native mobile mapping APIs
- First “connected navigation” service for embedded GPS devices
- First 3D, scrollable map interface for iPhone
- Most successful navigation app for iPhone

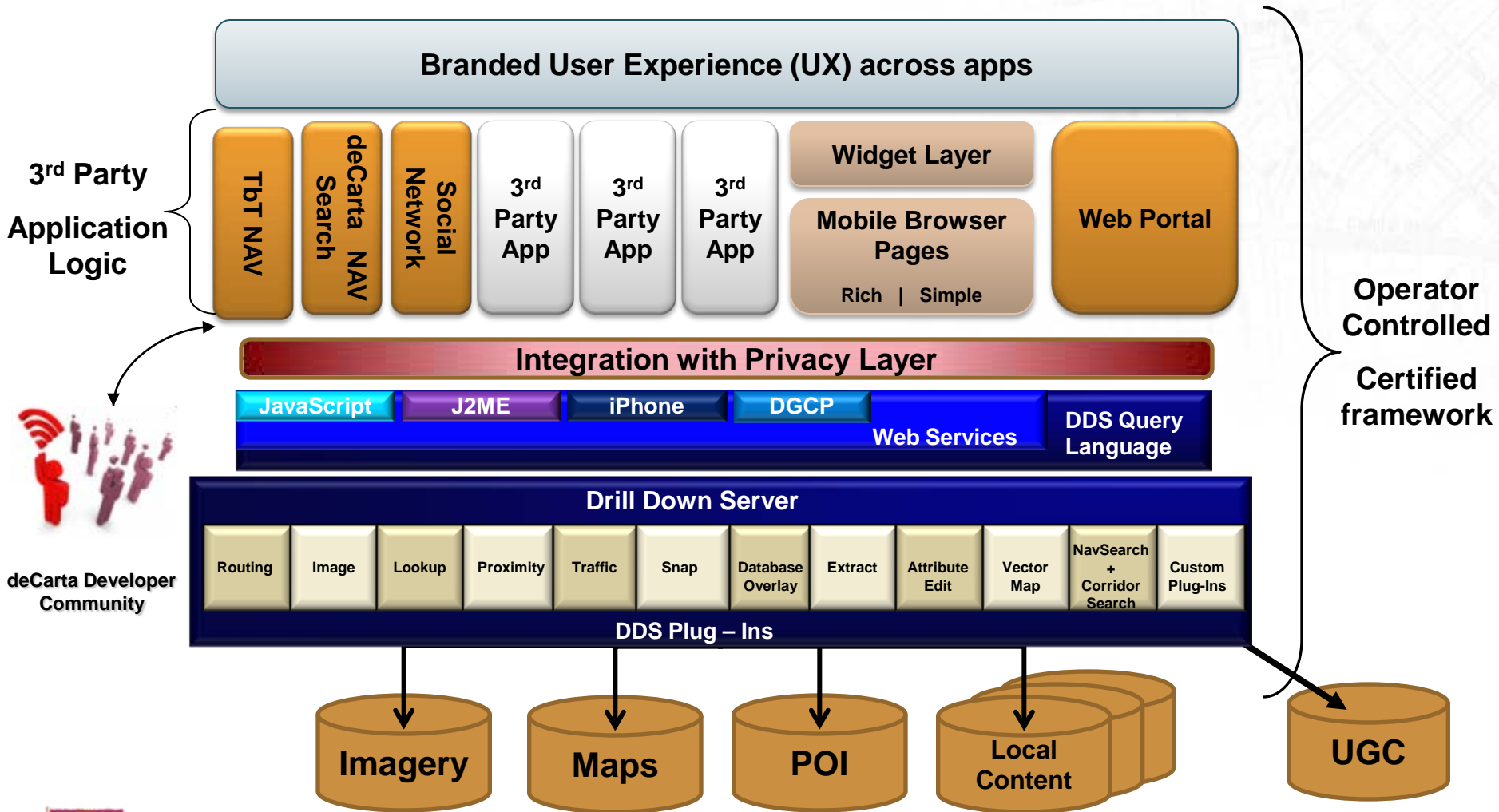


deCarta is a core component in a complex LBS value chain

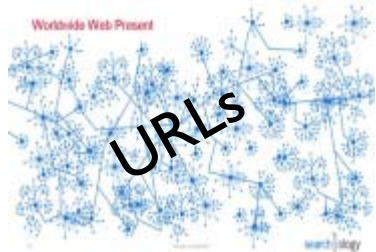


deCarta Mobile LBS

Driven by Mobile Operators and Handset Manufacturers desire for the "complete" solution



deCarta vs. Google



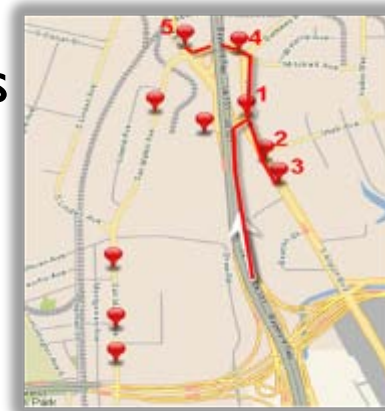
PageRank



- Google crawls the web and indexes based on PageRank



SpatialKeys



- deCarta sources the best Mobile content and indexes based on accessibility

For example, how is deCarta's NavSearch different from Google?

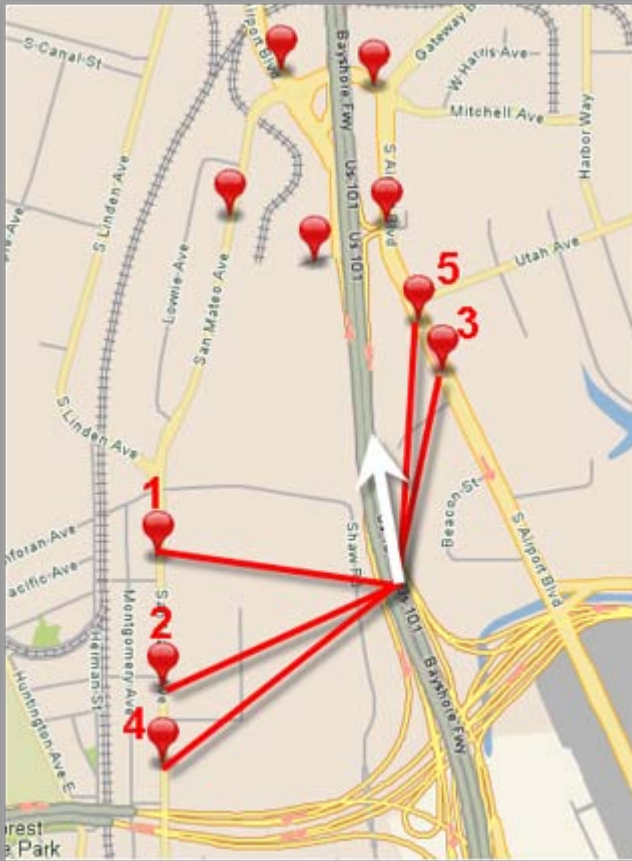
- Google's PageRank/Proximity Algorithm produces inconvenient results for a mobile user
 - ATMs 5 blocks away, not across the street.
 - Mobile users prefer results based on time and distance, and don't have time to browse, deCarta uses real POI and accessibility
- A large number of Google POIs are not logically navigable
 - Restaurant rooftops closer to motorways, not driveways
 - Airport centroid, or catering office, not dropoff points
 - Non-locations mixed in with POI
- Google crowd-sourced POIs are often wrong
 - 9 different locations for DFW terminal A
 - Hospital emergency room
- Google crawls the web for content, crowd sources content, and provides a self-service bazaar for advertisers. deCarta sources the best and most appropriate content and puts you in control.



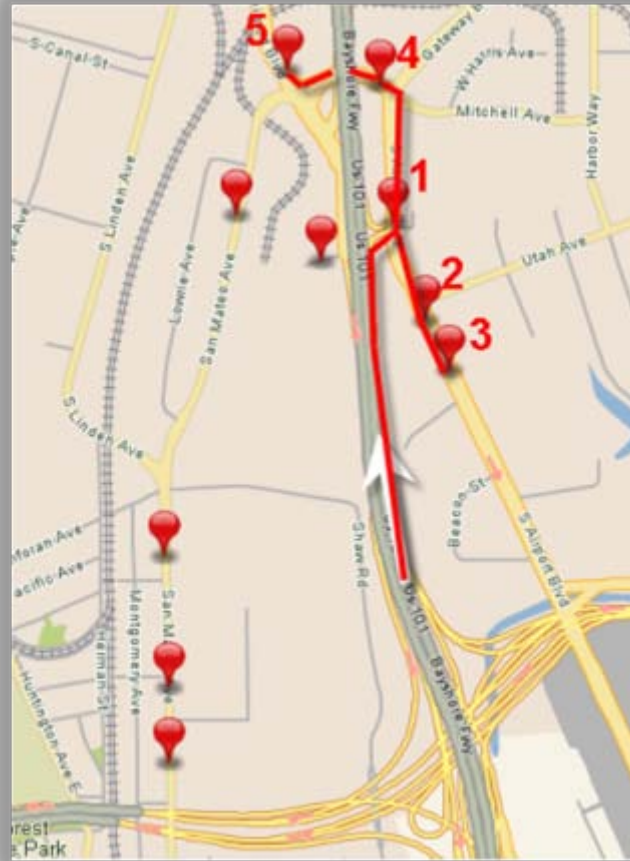
Search results are analyzed against the navigable road network to rank query results by accessibility.



Traditional Search Results



NavSearch Results



- Find POIs filtered by distance from route
- Find POIs filtered by total deviation from route
 - (distance added to route by deviating to the POI)

deCarta's platform technology and OEM business model is a good fit for LBS App Developers, Handset Mfrs and Mobile Operators



What this new model will require:	What deCarta provides:
Scalability	<ul style="list-style-type: none"> deCarta has proven its ability to power high volume, scalable, LBS applications (e.g. Verizon, Sprint, OnStar, Google, Inrix, Hotels.com)
Flexibility across applications	<ul style="list-style-type: none"> deCarta runs more types of LBS applications on our platform than any other company in the market (e.g. NIM, TeleNav, Loopt, OnStar, Buddy Beacon)
Ability to incorporate many data types from multiple data providers	<ul style="list-style-type: none"> deCarta is data agnostic with ability to ingest many data types (e.g. NAVTEQ, Tele Atlas, Inrix, Traffic.com)
Flexible deployment to Operators or Network Equipment Providers	<ul style="list-style-type: none"> deCarta has a variety of business models (OEM, Hosted, Prime, Sub, Prof. services)
Ability to serve all mobile handsets and devices	<ul style="list-style-type: none"> We support off-board, on-board, hybrid technology (multiple APIs)
Ability for Operators to maintain brand control	<ul style="list-style-type: none"> deCarta has an OEM, white-label model approach with tools to enable customers to self-brand





deCarta™

Thank You!

Tom Owen
VP Wireless Business Development
Tom@deCarta.com



Powering Location-Based Solutions