

AGIS NAVFone Pro Suite Brings Location-Based Services to APAC Region



GprX technology deployed by the NAVFone street directory and navigation software has been preloaded onto Nokia N95 devices to be sold in selected countries in the APAC region.

In a market where location-based services (LBS) are fast gaining popularity, Singapore-based Asia GIS Pte Ltd. (AGIS) has taken the lead with NAVFone, a suite of personal navigation applications that is based on the company's revolutionary, low-cost and high-accuracy GprX technology. This new location-determining technology does not use satellite-based global positioning systems (GPS), but rather uses a unique algorithm to calculate its location from network information gathered by the mobile phone. The result is location determination that is up to 10 times more accurate than standard Cell-ID location.

The GprX technology runs on all S60 3rd Edition devices and Series 80 devices that are connected to 3G or GSM networks, giving consistently accurate results within 50 to 100 meters. It is especially useful on mobile devices in dense urban areas where other solutions may track poorly. AGIS specializes in mapping applications for the Asia-Pacific (APAC) region and is currently the only third-party map solution provider endorsed by Nokia Asia Pacific to work on the new Nokia N95 multimedia computer. A customized version of the software, NAVFone Pro Nseries Edition, has been pre-loaded onto Nokia N95 devices that will be sold in seven selected APAC countries: Singapore, Malaysia, Thailand, Vietnam, Indonesia, the Philippines, and Australia.

“Forum Nokia PRO helped us perfect our product to meet industry demands with Symbian Signed testing. It also gave us early access to 3rd Edition devices and SDKs so we could test our application and ensure it is stable and ready for implementation when the new Nokia N95 is launched.” — Poon Kim Ying, Deputy CEO, AGIS

Software-only location solution has no hidden SMS or GPRS costs

Since GprX does not query the network, there are no hidden short message service (SMS) or general packet radio service (GPRS) costs to the consumer when calculating the location. Unlike other technologies, this software-only solution does not require additional hardware, and its usage incurs no additional cost. “This key selling point of GprX has led to us enjoying many positive milestones,” remarks Poon Kim Ying, deputy CEO of AGIS. “One such milestone is that GprX is currently being licensed by various device manufacturers and Gemalto — the world's largest SIM card manufacturer — to be sold as an embedded solution.”

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“If the mass market embraces the new slew of location-dependent services offered in 2007 and 2008, location technologies like GprX will be widely accepted. This will ensure commercial demand and financial success for AGIS in the near future,” says Poon Kim Ying, deputy CEO, AGIS.

Looking ahead:

Over the next year, AGIS plans to expand and develop its location-based applications to current and future GPS devices, as well as to aggressively market them in the APAC region. “If the mass market embraces the new slew of location-dependent services offered in 2007 and 2008, location technologies like GprX will be widely accepted. This will ensure commercial demand and financial success for AGIS in the near future,” says Poon. “To support this, AGIS will be developing mobile Web e-commerce systems, so users can purchase GprX directly from their phones. We also plan additional applications for other Nseries devices.”

Forum Nokia Pro Success Story

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AGIS is among the few cutting-edge companies handpicked by the Infocomm Development Authority (IDA) of Singapore to represent the country at the 3GSM World Congress in Barcelona for two years running, in 2006 and 2007. "This is something of which we are very proud. We were able to reflect Singapore's technology advancements, and the show also served as a global platform to present GprX technology to the world," Poon states.

The NAVFone software suite enables consumers to run a detailed search for street directories, services, and amenities near their current locations. On the Nokia N95 device and other Nokia GPS devices, they can enjoy GPS navigation at the press of a button. This makes navigating one's way to a customer's office much easier. "Real estate professionals use it as a sales tool to show clients locations of properties and nearby amenities," says Poon. The NAVFone software also has an innovative Buddy Finder feature that allows parents to locate their children and also allows companies to locate their off-site staff during emergencies.

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S60 3rd Edition

Poon sees distributing NAVFone and GprX technology on S60 3rd Edition devices as a necessary step for GprX to become the primary location technology on 3G/GSM for mobile users in Asia. "We made this strategic decision because the S60 platform — and Nokia in particular — is a leader in the mobile smartphone market, and gives us the widest reach possible," says Poon. To ensure the widespread and extended usage of NAVFone, AGIS is rapidly expanding its catalog of high-quality city maps of Southeast Asia for mobile devices.

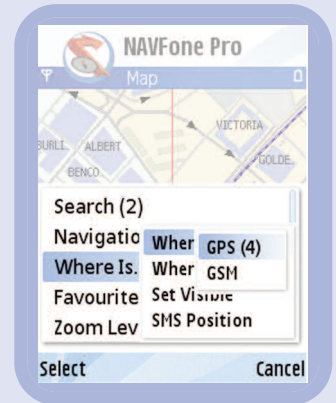
How Forum Nokia PRO helps AGIS

One of the major challenges for AGIS is that LBS are still fairly new in the Asian market. To create demand for this product, the consumer must first know it exists and experience how convenient life can be with it. "This was where AGIS' two-year relationship with Forum Nokia PRO came into play," says Poon. "As a member of Forum Nokia PRO, AGIS received vital technical assistance and advice along with countless opportunities to showcase GprX to operators and consumers. Forum Nokia PRO helped us perfect our product to meet industry demands with Symbian Signed testing. It also gave us early access to 3rd Edition devices and SDKs so we could test our application and ensure it is stable and ready for implementation when the new Nokia N95 is launched."

Forum Nokia PRO also provided positive branding and exposure by enabling AGIS to conduct application demonstrations and showcase GprX to various local media at industry events, inviting the company to display GprX at Nokia Connection 2006 and featuring the solution in the Fall 2005 and Spring 2006 Forum Nokia PRO Catalogs. "The wide coverage we got from showcasing our product and presenting success case studies at Nokia events to Asia-Pacific technology analysts and industry specialists really helped solidify our reputation in the industry and provided us with increased business opportunities," says Poon. "We received valuable input and feedback from Nokia during the development of GprX. This resulted in the development of a practical, user-friendly, world-class solution that allows users to run location services without costly hardware add-ons."

For more information, go to:

www.nokia.com/developer



Consumers can request locations at the click of a button with NAVFone Pro Nseries Edition.



They can discover amenities in the immediate vicinity.



And they can drive through Asian-Pacific cities effortlessly with GprX GPS-enabled navigation.



NOKIA