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# DIRECTIONS TO THE FUTURE

## INFOGATION IS THE LEADER IN PROVIDING ON-BOARD NAVIGATION APPLICATIONS FOR THE AUTO PC. WHAT PRODUCTS HAVE YOU SUPPLIED?

**CASE:** Our flagship product is Odyssey<sup>®</sup>, a commercial software solution that turns the Auto PC into a full-featured navigation system. Clarion Corporation is distributing Odyssey to make it available wherever their AutoPC<sup>®</sup> is sold. We also have the Odyssey Navigation Engine, an OEM version of Odyssey that lets us customize navigation solutions that meet the needs of auto manufacturers and their first-tier suppliers.

**PROFILES:** What makes Odyssey unique?

**CASE:** Odyssey and the Auto PC define the new age for in-vehicle navigation systems. We are moving from the days of dedicated single-purpose devices to the vision of open computing platforms providing opportunities for an abundant variety of products and services for the driver. Navigation remains a core application--but not just navigation alone. The same in-dash

computer now provides entertainment, cellular telephone voice and data communications, vehicle diagnostics, emergency alert services, and much more. We now can expect to see the same ingenuity that drove the desktop computer market applied to in-vehicle computers. Open computing platforms, like WindowsCE OS on the Auto PC, make this possible.

Our company is completely focused on developing solutions for the Auto PC. We knew we needed to deliver a navigation product that could compete head-on with existing dedicated systems, and we did. Odyssey takes full advantage of the advanced voice recognition and text-to-speech facilities of the Auto PC. We have been able to build-in features like "Where am I" that tells the driver his or her location. Odyssey is also the only in-vehicle navigation system that gives directions using actual street names. "In 1.3 miles, turn left onto Easy Street," is the kind of information you get with Odyssey.

**PROFILES:** Why did you choose the Navigation Technologies database?

**CASE:** We chose Navigation Technologies because their map databases are so robust. Coast-to-coast coverage

and reliable turn-by-turn information are critically important to our customer base.

But there is something just as important, and that is SDAL. Traditionally, data is compiled into solutions for single-purpose computers. Now, with the advent of SDAL, Navigation Technologies can deliver their product directly to the user in a format that can be used on many different systems. This allows software vendors, like InfoGation, to focus on providing better features for our customers.

**PROFILES:** Can you tell us about the other applications you are working on?

**CASE:** Odyssey is our most visible product. But our core business is providing OEM solutions -- navigation and communications for manufacturers of Auto PCs. Right now we are readying navigation packages for two OEMs, both built on our Odyssey Navigation Engine. What is truly unique about this effort, is that each OEM is able to put his own look-and-feel on the product. Each product is differentiated from his competition, but the core navigation is still based on our proven technology. The products we are building for these customers contain a variety of features -- each chosen by the OEM to meet their needs.

Our industry is involved in a period of rapid technical convergence. InfoGation is proud of our contribution and we look forward to the challenges ahead.