



Magellan GPS Systems

PO Box 262 Mt Hawthorn Perth WA 6915 Australia

Ph: (08) 9444 0233 Fax: (08) 9443 2598

Web: www.magellan.com.au

Contact: Gemma Sidney (08) 9444 0233 Ext. 618

g.sidney@magellan.com.au

Media Release

July 1 2003

For immediate release

Driving Made Easy Navigator Turn-by-Turn In Car Navigation With Voice by Magellan GPS Systems



Magellan GPS Systems have released the new *Navigator* software, an in car, turn-by-turn navigation system that combines pictorial directions and full voice navigation. This software was launched in June at the Sydney Consumer Electronics and Entertainment exhibition, and was a resounding success.

The highly dependable, user-friendly *Navigator* software is suitable for Pocket PCs and Laptops, and was made available for retail sale on Monday 23 June.

With *Navigator*, the user can plan their route ahead of time, either on their personal computer or directly onto a Pocket PC. As well as providing clear visual prompts, the software speaks to the user, which means they do not have to take their eyes off the road. *Navigator* talks the user through each and every turn until they reach their destination, and even has an automatic re-routing function. This

ensures that the user will never become lost, as the software keeps track of their location at all times.

The interactive maps allow the user to zoom in for more detail, or zoom out for a broader view on their PC. The maps of Sydney and Melbourne are overlaid with Sydway and Melway mapping, giving the user a familiar look and feel.

Another handy function of the *Navigator* software is that it enables the user to save commonly used destinations into a library, making subsequent selection quick and easy. Alternatively, there is an existing database containing over 100,000 points of interest Australia wide, such as restaurants, parks and hotels. Magellan GPS Systems have drawn on the Sydway and Melway databases of point of interest detail for Sydney and Melbourne.

The *Navigator* software will be available State-by-State on CD ROM. Magellan GPS Systems are also offering a cost-effective package with all a user needs to accompany their Pocket PC:

- *Navigator* CD ROM (one state of their choice),
- Compact Flash GPS,
- Universal Mounting Bracket, and
- External Power Cable.

At this stage, the CD ROMs for New South Wales/ACT, Queensland and Victoria/Tasmania are available. South Australia and Western Australia will be released in the coming weeks.

The *Navigator* software is a joint venture between Magellan GPS Systems, Osprey Computing and Ausway, the producers of Sydway and Melway street directories.

For additional information or dealer locations for *Navigator* software, freecall 1800 644 033, go to www.magellan.com.au, or email info@magellan.com.au.

ENDS

For further information and/or images, contact Gemma Sidney, Marketing Assistant at Magellan GPS Systems on (08) 9444 0233 Ext. 618 or email g.sidney@magellan.com.au. Alternatively, contact Anne Stade, Marketing Manager at Magellan GPS Systems on (08) 9444 0233 Ext. 613, mobile 0400 205 601 or email a.stade@magellan.com.au.