MOVE OVER TOMTOM & GARMIN: TELENAV SUBSIDIARY SKOBBLER LAUNCHES "SCOUT", THE FREE PREMIUM APP FOR NAVIGATION AND MAPS

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- "Scout brings an end to paying for premium navigation systems," says Marcus Thielking from Telenav
- The free app offers worldwide maps with navigation (including voice guidance), flexibility between online and offline modes (including one offline country map), traffic and speed camera information, as well as travel information from Wikitravel (iOS), TripAdvisor and Foursquare
- Optional features: Offline maps of countries, continents or the entire world, and Real-time traffic (Inrix)

Berlin, 19th November 2014 – The first free global premium app for navigation and maps, "GPS Navigation, Maps & Traffic – Scout", is now available for smartphone users on Google Play and in the iTunes Store. Developed by Telenav's European team, formed through the acquisition of skobbler at the beginning of the year, "Scout" provides worldwide online navigation and maps, including offline use for one country, static speed camera warnings, as well as traffic incident information from Inrix to inform users of potential delays.

Users can opt for premium features such as real-time traffic, and access to offline maps of other countries, continents or the entire world, via an in-app purchase. The free basic version of "Scout" is feature rich, providing more functionality than other free navigation apps. Upgrading to offline maps for the whole of Europe along with lifetime access to real-time traffic will still cost users only a fraction of the £50 or more that comparable premium apps demand.

"Scout allows us to go head to head with TomTom and Garmin," said Marcus Thielking, Managing Director at Telenav GmbH and co-founder of skobbler. "We have always provided superior bang for buck and with online, offline, traffic and travel functionality, we now simply offer the superior package – and we do so for free," he added. The combination of premium quality with extremely broad functionality is made possible by using OpenStreetMap (OSM). Thanks to OSM, "Scout" not only features the entire road network, it offers the most complete coverage of pathways for pedestrians and cyclists on the market.

Another exclusive feature is Scout's hybrid technology, which provides flexibility when switching between online and offline use:

- As with Google Maps, after downloading the app users immediately have worldwide maps available online. Only very limited storage space is needed, while an internet connection is required at all times.
- Unlike Google Maps, "Scout" also offers the option of full offline functionality with all key features (e.g. turn-by-turn navigation and search) remaining available, whenever the user chooses to install a specific territory. This has advantages such as increased reliability (regardless of data reception) and no unnecessary use of data volume (e.g. in the case of monthly data volume packages or while roaming abroad).
- Offline maps can be installed, deleted and re-installed as needed, therefore only using up storage space as and when required (e.g. while travelling to a particular country).

"Users have always been forced to choose between a high-cost, gigabyte-eating premium navigation system, which was still unsuitable when walking from the car park to any given destination, or a flexible online navigation and map solution like Google Maps. Scout brings together the best of both worlds," Thielking added. "The result is a completely new premium, all-in-one map and navigation experience. Scout is the first app to listen to its users' needs and offer the best solution. It's the complete package."

Overview of "Scout" features:

- Worldwide maps and complete turn-by-turn navigation with spoken directions - in one app
- First OSM-based app that provides basic traffic information (free) and optional real-time-traffic information (lifetime, no subscription) from international market leader Inrix
- Static speed camera information
- Online and offline maps: Exclusive "hybrid" technology can be activated at any time; one offline country is already included for free
- Travel and local information: Wikitravel (iOS only), Trip Advisor, Foursquare, POIs

- The most up to date maps of all premium navigation systems thanks to multiple free updates each year
- Routing for cars, cyclists and pedestrians
- Various map styles (outdoor and night mode)
- Unique traffic sign recognition for speed limits and overtaking

Availability and prices:

"Scout" is available for immediate download from Google Play and the iTunes Store. It includes worldwide online navigation, a choice of one country map for offline use, as well as traffic information and static speed cameras. Users can choose individual or package upgrades for a low cost.

Offline maps:

- Worldwide (All city and country maps): £7.49 / €9.99 / $10.99
- Entire continent: £2.99 / €4.99 / $4.99
- Entire country: £1.99 / €2.99 / $2.99
- City (Android only): £0.99 / €0.99 / $0.99

Premium functions and packages + Price promotions:

- Real-time Premium Traffic (Inrix, lifetime, no subscription): £7.49 / €9.99 / $10.99
- Europe package with maps & lifetime Premium Traffic from Inrix: £10.48 / €14.98 / $15.98
- Promotion Price: £8.99 / €11.99 / $12.99
- Worldwide package with maps & lifetime Premium Traffic from Inrix: £14.98 / €19.98 / $21.98
- Promotion Price: £10.99 / €13.99 / $14.99

Compatibility

"Scout" works with all iOS devices running iOS 7.0 or above. The iOS app is compatible with iPhone 3GS or newer, iPad (Wifi & cellular) as well as iPod Touch (with external GPS receiver). Traffic feature is not supported on iPhone 3GS. The traffic sign recognition is only available from iPhone 5 onwards.

For Android devices: Scout works on devices running Android 4.0 or higher. The traffic feature is only available on the latest devices (released from 2013).

Those already using the skobbler navigation app for Android and iOS will receive "Scout" as a normal update. Already purchased additional features will remain.

About OSM:
The OpenStreetMap (OSM) used in the app offers the latest and most detailed street and route maps for cars, cyclists and pedestrians in many countries including Germany. The OSM project works similarly to Wikipedia as a free community, mapping the entire world. The OSM crowd is made up of over 1.8 million members and has doubled each year. skobbler is the first company worldwide to use the free OSM data in a high-quality, professional way. The Telenav subsidiary is now the market leader in OSM solutions. "Our premium navigation system is made possible by to the exponential growth of the OSM-Crowd. A commercial fleet of vehicles mapping the world, as used by Google and TomTom, is expensive and can't keep up with the latest and complete data offered by the OSM community. Just as Wikipedia made the encyclopaedia obsolete, in just a few years the OSM will make commercial cartography irrelevant," Marcus Thielking said in closing.

About Telenav, Inc.

Telenav is a leading provider of location-based platform services. These services consist of our map and navigation platform and our advertising delivery platform. Our map and navigation platform allows Telenav to deliver enhanced location-based services to developers, auto manufacturers and end users through various distribution channels, including wireless carriers. We use our map and navigation platform as the basis for delivering enhanced mobile applications such as our industry leading mobile navigation. Our advertising delivery platform delivers highly targeted advertising services leveraging our location expertise.

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