



Media Release

## **My city, my country, my life, my mate in the car, MY Navman New range of GPS is packed with features for the Australian lifestyle**

**25 June 2009** -If you thought GPS was just about getting from A to B, think again. The new **Navman MY** series has a host of new features and enhancements that go beyond simple navigation to provide rich information making travel better, safer and more interesting - from live traffic and weather updates as standard across three of its models, the Australian-first inclusion of **Lonely Planet** and **WCities** destination guides on GPS and the ability to search **Google** from your sat nav.

According to Wendy Hammond, marketing director Navman, the impressive new range is the result of bringing together the latest technologies to anticipate and meet the needs of customers and provide the very best and most useful navigational tools available, and make them even easier to use.

“With the new Navman MY Series, people really should feel like they have a reliable and knowledgeable ‘mate’ in the car who knows the area - a resource from which they can get good directions; find a sportsground; Google a restaurant; keep an eye out on speed and safety cameras; alert about traffic incidents ahead, and even take overseas with them to have the maps and guides they need on holiday,” she says.

Available in store from July, the new Navman MY Series’ impressive features include:

- the ability to search for local information on **Google** and **TrueLocal** search engines;
- real time **SUNA** traffic included as standard in three models including **weather updates**;
- **Lonely Planet** and **Wcities** travel guides that provide detailed destination information;
- tap or slide wide screens (**up to 4.7”**);
- intuitive “**Smart Find**” destination input - search by keyword similar to a search engine;
- extended lane guidance and 3D junction views standard on all models;
- **3D landmarks**;
- more intuitive menu;
- **multi-trip planner** - enabling a number of stops to points-of-interest along the route; and
- a **two-year warranty**.

### **Smart Find**

One of the simplest and most useful features of the new Navman MY Series is “Smart Find”, a tool that allows people to search for a destination, place or address as they would online. This means entering whatever information they have to hand - whether it’s

a street name, street name plus suburb, sports field - and the Navman will serve up a list of searched options, just like a search engine.

### **Get free live traffic updates with SUNA Traffic**

Live traffic updates can make the world of difference to busy drivers in metropolitan areas, giving accurate live information about what is happening now rather than what has happened historically. SUNA Traffic comes installed in all three widescreen MY Series models so drivers will always know the best route to take, avoiding time wasting traffic delays or knowing which way is the least congested in real time, giving them a better insight to arrival times.

### **Exploring, Google and searching on the go**

“What is especially exciting about Navman MY Series is the level of convenience and flexibility it brings to people’s lives. For instance, you can now use a MY50T, MY55T and MY 500XT to search Google and Truelocal via your phone’s Bluetooth connection giving the freedom of not having to plan ahead when you need to find a restaurant, a sports field, music store or anything else you may need on the go,” says Wendy.

These online searches are in addition to the “Explore” function available on all models in the MY Series which allows you to find points of interests near your location, near your destination or anywhere along the route. For example, if you are in your car and urgently need to find a pharmacy simply click on the “Explore” function and you can instantly find the nearest pharmacy.

### **Making travel easier**

In a first for Australian GPS devices, Navman’s MY 500XT comes loaded with detailed destination information from leading travel guides Lonely Planet and Wcities. For the other models, these guides can be purchasing and uploaded through Navman’s online store. All other Navman MY Series models have Wcities Canberra included as a sample and customers have the option of purchasing all Australian Wcities or Lonely Planet guides through [Navman’s online store](#).

Global maps for Western Europe, Eastern Europe, New Zealand, North America and Canada are provided on a DVD in the box, so users can purchase the unlock key to regions as they need them.

### **Trips with multiple stops**

The new range also recognises Australians don’t always travel just from A to B, but sometimes go from A to B to C, back to B before heading to D.

“Navman MY Series allows you the convenience of adding in multiple destinations in its multi-trip planning function,” Wendy says. “You can also capture a special location that you want to remember, like a house for sale or a great café you discovered. The MY55T and MY500XT models also let you voice tag the location, while the MY50T, MY55T and MY500XT models also allows you to capture your trip, a nifty tool when you want to show someone your favourite route.”

### **New screens and easy-to-use menu**

The good design and style that Australians have come to associate with Navman is evident across the new range of products with a large 4.7" screen and brushed metal casing and a more responsive (capacitive) touch screen on the top of the range MY500XT.

"We've made some substantial changes in the (software) development of the new range adding changes to the interface to give users a choice in how they want to use the unit, either through tap touches or sliding through the menu. There is also a simplified, more user-friendly menu including practical shortcuts to the nearest parking, petrol station, ATM, food and places of interest, as well as a SOS shortcut to guide you to the nearest police station or hospital," she says.

### **Richer guidance across the range - lane guidance, junction views and 3D landmarks**

The new Navman MY Series has taken many of the useful tools found on previous ranges and enhanced them. Advanced mapping features like extended lane guidance to make sure drivers are in the correct lane, richer and more specific verbal lane guidance and 3D junction views showing turns or exit lanes, are now standard across the entire range and 3D junction views are available of Sydney, Melbourne, Brisbane, Perth, Adelaide and Canberra. Both the Navman MY55T and MY500XT have even more 3D landmarks to bring maps to life and improve the driving experience.

### **Safety and speed alerts**

No one likes a speeding ticket so the Navman MY Series offers users better speed guidance. As well as the speed information that tells you the speed limit and your speed as you drive, a speed sign alert is available in MY55T and MY 500XT that alerts you whenever you enter a different speed zone. In addition, all models in the Navman MY Series have premium safety features like school zone alerts, accident black alerts, railway crossing warnings and safety and speed camera alerts," says Wendy.

### **Fuel**

"We know fuel efficiency is still important to most drivers - 82 per cent of people told us they would use this function, so the MY Series offers the option to travel the most fuel efficient route. This calculates the route that requires the least stopping and starting and aims for a steady, even speed throughout," says Wendy.

### **Pedestrian mode**

The new Navman MY Series is perfect for use in pedestrian mode - particularly when used in conjunction with the Lonely Planet or WCities guide. Pedestrian mode gives specific navigation instructions for people walking around cities, ignoring instructions to take motorways, certain turns and one way streets and it will warn if a route is longer than 10km.

### **Mileage expense - digital log book**

Navman's MY Series' digital logbook keeps a record of your journey to make tax time easy. The distance calculated by the digital mileage logbook is geographically accurate and you simply switch on the logbook feature in the settings menu. Then each time you enter an address, a prompt appears asking if you want to record the trip and when you get home

you can download the information onto a spreadsheet. It can also estimate the average fuel you used for the journey by typing in your car's average fuel consumption in the spreadsheet and it does the numbers for you.

#### **Digital music and video player**

MY500XT comes with an inbuilt digital music player and digital video player.

#### **Map data**

Navman MY Series is powered by [Navteq](#), a global leader in digital map data. The Navteq map of Australia provides over 1.1 million kilometres of roads covering 100 per cent of the population, and the most complete set of address ranges. Equipped with the largest field team of geographic analysts in Australia, Navteq uses both local knowledge and contacts to collect and verify road details in the neighbourhoods. These geographic analysts capture up to 260 attributes, including one-way streets, turn restrictions and physical barriers, as well as constantly collect and verify new roads, housing developments, and points of interest.

#### **NavPix downloads**

Download geo-tagged images from Flickr (or from Navman website) and just 'go'.

#### **Recommended retail prices:**

MY30	To be announced 1 July 2009
MY50T	To be announced 1 July 2009
MY55T	To be announced 1 July 2009
MY500XT	To be announced 1 July 2009

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#### **About Navman:**

*Navman, a world leader in the design, manufacture and marketing of global positioning system (GPS) products, has more than 20 years experience in GPS, and as such is now widely recognised as a pioneer in portable, in-car satellite devices. Navman began life in New Zealand, specialising in marine electronics and even today software design and development is still undertaken there. Today the Navman brand is owned by MiTAC International, a leading worldwide maker of wireless communications products and one of Business Week's top 100 Global IT companies.*

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