

***MiWay selects MapIT as its preferred data supplier  
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MapIT is excited to announce that it has been selected by MiWay, to supply all of its mapping requirements for its latest product offering MiDriveStyle.

The MiDriveStyle is the first of its kind insurance plan where the premium is determined by a person's driving style. In a time when budgets are squeezed, this unique vehicle insurance allows the driver to manage their insurance payments and not pay premium insurance rates based on averages.

The MiDriveStyle is a technological breakthrough in that the unique tracking device, dubbed Zhaker, which is easily installed into the vehicle, is designed to automatically capture driver habits through the measurement of G-forces and GPS information.

"MapIT's mapping data is an essential element that underpins the ground-breaking technology being used by MiWay, and we are very excited to be linked to such an innovative product." says MapIT Managing Director, Ray Wilkinson.

As the map data supplier, MapIT plays an integral part of the MiDriveStyle product solution. It supplies a constant stream of data that helps the tracking device to detect the position of the policyholder in real time, anytime as well as indicate the driver's style. This information is then plotted on a map and has a direct impact on the driver's monthly premiums which are reviewed every three months.

Zhaker is also designed to automatically detect certain roadside emergencies and immediately notify the call centre to ensure that the right help gets to you as soon as possible. MapIT's digital base map provides that backdrop for the software to ensure that in the event of an emergency or accident, emergency roadside services are able to detect their location.

In addition, the unit doubles as a highly sophisticated anti-theft and tracking device as it will send a warning to the call centre if the battery is disconnected or the vehicle moves while the ignition is off. The location information supplied by MapIT will assist recovery teams more efficiently in recovering the stolen vehicle. The real time map data also enables people to monitor their loved ones' vehicle whereabouts via the internet at any time.

"Behind all of these unique and valuable features is MapIT's groundbreaking mapping technology," say Wilkinson. "As the preferred data supplier for MiDriveStyle we look forward to a future of better driving habits, lower insurance premiums and enhanced safety on our roads," he concludes.

**About MapIT**

***MapIT is at the forefront of digital mapping in Sub-Saharan Africa powering the next generation of location enabled technologies. MapIT's data is used in products and applications such as asset tracking, fleet management, business and market intelligence and web services. Its partnership in Africa with Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, has enabled MapIT's data to be incorporated into Tele Atlas' international map offering, thus providing clients with map data of international standards.***