

## **MAPIT DELIVERS MAPSET GEARED FOR 2010 SOCCER WORLD CUP**

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To overcome the myriad logistical challenges associated with the Soccer World Cup, soccer fans and officials will have access to a special soccer edition mapset based on the most detailed mapping data yet available of South Africa.

Maps and data supplied by South African digital mapping company, MapIT, in conjunction with its international shareholder Tele Atlas, will contain all the logistical detail needed to navigate the event, such as road closures around major matches, stadium entrance gates, „Fan Park“ points, drop-off areas and 3-D displays of key landmarks in the nine host cities. Emergency services, vehicle tracking organisations and fleet managers will have access to identical information, which will be available on the web as well as on personal navigation and mobile devices.

Tele Atlas will also give developers access to free API (Application Programming Interface) features that will allow them to create special custom designed programs for mobile and web applications.

“Our mapping for the World Cup covers not only the latest street level changes and new access ramps, but also the geometry around existing and new stadiums and walkways. It is designed for people on the move,” says MapIT, Managing Director, Ray Wilkinson.

The 3-D display of more than 50 landmarks including Loftus Versveld, Coca-Cola Park (Ellis Park) and Soccer City is a powerful and innovative new tool.

“These images offer users more realistic orientation and route guidance in a strange environment,” says Wilkinson. “Users can literally identify key points as they approach them.”

Danny Grobben, General Manager, Tele Atlas South Africa says, "The special map release allows our navigation and local search partners to deliver solutions for an enjoyable, hassle-free World Cup experience. With Tele Atlas content as the foundation, mobile and in car navigation products will help people avoid temporary road closures, find the best walking route to stadiums and see just where they are using Tele Atlas 3D landmarks or detailed Tele Atlas 2D city maps. Our addition of phonemes enables speech recognition technologies on navigation devices and provides better voice output."

The special version of the company's MultiNet map database includes all roads in South Africa, Lesotho and Swaziland, as well as accurate coverage of the nine host cities in South Africa. The map will allow fans to locate restaurants, hotels and bars, as well as the fastest routes around regulated traffic zones near event locations. To help developers create applications in time for the event, Mandali Khalesi, Senior Product Manager at Tele Atlas explained, "Tele Atlas plans to offer special World Cup APIs (Application Programming Interfaces). Using these standard web

interfaces, developers can access the freshest maps and dynamic content to create and deliver navigation and local search applications for the World Cup. With our APIs, developers can build the best applications that help their web and mobile end users find whatever they need during the competition."

This special version of Tele Atlas's MultiNet map database includes 675 160 km of road in South Africa, Lesotho and Swaziland, 228 152 Points of Interest, street names and road safety information, speed restrictions, signposts and lane information.

"Business and industry depend on the accuracy of our map data," says Wilkinson. "With this latest map release, we are confident that we are offering the gold standard in mapping that we promised and set out to deliver when we first pioneered mapping in this country nearly eight years ago."

***About MapIT:***

***MapIT operates at the forefront of digital mapping in Sub-Saharan Africa. Working in tandem with shareholders Tele Atlas (a world leading international mapmaker) and local media giant Avusa, the company is Southern Africa's leading supplier of digital map data and enriched geo-spatial content used in the mobile and corporate enterprise markets. MapIT also supplies commerce and industry with applications and data used in asset tracking, fleet management, business and marketing intelligence and web services.***