

Press Release

IMMEDIATE

iNavigate mApps™ m-Traffic™ is “Product of the Year” on PIKOM National ICT Awards 2006

Kuala Lumpur-Friday, 10 November 2006 iNavigate Sdn. Bhd. was today announced as the winner of Product of the Year 2006 for its award winning mApps™ m-Traffic™ on PIKOM National ICT Awards 2006. PIKOM has organised the PIKOM-Computimes ICT Awards since 1989 to honour outstanding Malaysian ICT companies, products and individuals in the field of ICT for their contribution to the industry and society.

This year, the association took on a new look to introduce the prestigious PIKOM National ICT Awards 2006.

The awards were presented during the PIKOM National ICT Awards and Dinner 2006, where about 1000 guests were there to grace the occasion, by guest of honour Yang Berhormat Dato' Seri Dr Lim Keng Yaik, Minister of Energy, Water and Communications Malaysia. YAB Dato Seri Dr Mohamad Khir Toyo was also present to receive the ICT Development award on behalf of the Selangor state.

m-Traffic™ is one of iNavigate's flagship product, offering an innovative video streaming and MMS (Multimedia Messaging Service) application designed to show real time live traffic and weather conditions over GRPS/EDGE/3G phones, anytime and anyplace, even while roaming overseas. Live camera locations today are available in over 70 locations around KL, Penang and Johor Baru. New camera locations are added gradually over time.

When first launched, m-Traffic™ leveraged on DiGi's High-Speed EDGE network. However, when 3G was introduced in 2005, iNavigate was able to easily adapt the system to 3G without much effort.

The popularity of m-Traffic™ has swelled ever since it was introduced on Maxis 3G service, launched last year. Since the commercial launch in March 2006, m-Traffic™ gained almost 40,000 regular active users within 6 months on maxis 3G, far exceeding its marketing forecasts. It was reported that around 50% of new 3G users subscribe to m-Traffic™ during that period.

Because the application is easy to use, affordable and immensely useful, the application found many fans and its usage has grown to around 50,000 users since launch.

iNavigate's CEO, KK Lim, credits Maxis and DiGi for adopting and marketing its new mobile product and the company staff for their innovation and competency in the development of new mobile applications with the company's achievement. He said, "m-Traffic is successful because of marketing support from our customers as well as the capabilities of our engineers. Our engineers have created the cart, where as our customers have provided the horses to pull the cart."

It is *affordable* as the service is being branded and introduced by the telcos at a monthly fee of RM10 for streaming video, or 50sens pay per view for stills. m-Traffic™ is *simple & intuitive* to as it consists of scrolling and selecting, no text or SMS is required at all. Refer to Traffic Check in <http://wap.maxis.com.my/3g> or Traffic Info in <http://wap.digi.com.my>.

A loyal subscriber of m-Traffic™ compliments iNavigate. "*Ever since this technology was available, I've been able to check on live traffic conditions and even weather conditions effortlessly over my mobile phone in a few seconds! Very impressive indeed!*" she said.

About iNavigate Sdn Bhd

iNavigate, incorporated in 2001, iNavigate, a homegrown MSC status company, is a regional mobile content and applications developer. Our core competency is to innovate and develop mobile applications for content management, enterprise application integration (EAI) and mobile multimedia imaging.

Our value proposition is to fasten the delivery of multimedia content and services to mobile users conveniently and effectively through the homegrown, open standard-based m-Apps™ middleware platform. The platform acts as a mediation gateway connecting mobile networks, internet banking system and enterprise applications into a mobile commerce infrastructure to conveniently help companies deliver multimedia content and services to the users.

In 2002, iNavigate started as the pioneer investee of MAVCAP's seed funding program. In the same year, it was granted MSC Status by MDC. Since then, iNavigate has won several industry awards:

- APICTA Awards (merit) for Communication Applications in 2004
- KTAK-ACM ICT Excellence Award for Best Mobile Application in 2004.

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About PIKOM

PIKOM, the Association of the Computer and Multimedia Industry, Malaysia is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 600 comprising companies involved in a whole spectrum of ICT products and services which commands 80 per cent of the total ICT trade in Malaysia.

PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations. PIKOM's members include:

- Suppliers of equipment in computing and telecommunications
- Software developers and suppliers
- Providers of professional and educational ICT services
- Network operators
- Suppliers of value added services in ICT

By facilitating Malaysia's business growth and competitiveness through application of information technology, PIKOM is positioned to be the voice of the Malaysian ICT industry.