

Announcing the new Navig8r P Series GPS – P50 PRO

Sydney, Australia, October 25, 2010 – LASER Corporation, makers of Navig8r GPS devices, today announced the new Navig8r P Series GPS – P50 PRO which comes packed with features ideal for consumers and commercial users.

The Navig8r P50 PRO is a deft device that combines sleek style with sophisticated software from leading global map, traffic and location data provider, NAVTEQ. With its 5-inch display and full NAVTEQ Australian and New Zealand maps on board, the P50 PRO incorporates features such as junction view and green routing. The device runs iGO primo with the full 3D suite to present supreme 3D views of landmarks in capital cities, city models showing buildings, terrain topography illustrating hills and valleys and virtual junction views.

Created to suit a variety of users, the P50 PRO comes with a complete suite of safety alerts that makes it a licence saving device. On board the P50 PRO, warnings for fixed speed, red light and combo cameras, school zones with 24 hour proximity warnings, town entry points, rail crossings, black spots, and speed warnings accurate to road signs are included. Additionally, the Advanced Lane Guidance feature encompasses virtual signposts to firmly forewarn drivers especially when entering and exiting foreign freeways.

The P50 PRO is purpose-designed for conventional, recreational and commercial drivers. Typically the P50 PRO can be used as a traditional personal navigation device fit for all types of drivers. Quintessentially, commercial drivers can benefit from the P50 PRO with the professional driver and truck profile feature which includes input vehicle parameters, warnings for bridges, high wind and weight limits, and reminders for driving hours and rest breaks.

Chris Lau, managing director of LASER Corporation, said, "The Navig8r P50 PRO GPS device caters to all road users, particularly commercial drivers and casual, truck rental drivers. It is an affordable GPS solution that enables drivers to get around conveniently and ecologically. With full 3D features and green routing, the P50 PRO provides users practical maps that are simple to follow, as well as more fuel-efficient routes to conserve money and fuel. For commercial drivers the P50 PRO is especially useful to maintain trip data logs including average speed, rest breaks, distance covered, fuel consumption and GPS tracks. LASER Corporation will be distributing the P50 PRO to auto retailers, in addition to its current dealer network."

Kirk Mitchell, vice president, NAVTEQ Sales, said, "NAVTEQ Transport™ incorporates over 20 truck-specific map attributes from across the region's extensive road network. This includes the physical and legal restrictions that can often cause frustrations and inefficiencies for Australia's commercial drivers. In a NAVTEQ global survey of professional drivers, Australian respondents expressed interest in using a device that can provide timely driver warnings, such as bridge heights and school zone alerts, while en-route. By incorporating our transport product into the Navig8r P50 PRO personal navigation device, NAVTEQ and LASER Corporation are delivering to Australia's professional drivers the GPS functionality they demand."

Furthermore, the P50 PRO is equipped with iGO primo that presents stunning 3D visualisation and smart routes, Loquendo text-to-speech (TTS) for natural sounding voices reading from data as well as multiple language support, and it even includes an FM transmitter, plus a calculator, unit converter, clothing size chart and picture viewer.

The Navig8r P Series P50 PRO GPS will be available in October 2010 through leading auto and consumer electronics retailers in Australia. RRP AU\$249 inc GST.

Also available will be the P Series P43 – 4.3-inch version. RRP AU\$179 inc GST.

About LASER Corporation LASER Corporation is an IT and consumer electronics accessories company established in Australia over 20 years ago. A leading challenger brand, LASER products are the value brand of choice and can be found in a range of retail mass merchants and the dealer and IT market. Furthermore and core to its business, LASER offers end-to-end OEM solutions with LASER Private Label. LASER Corporation's head office is based in North Ryde, Australia, with offices in New Zealand, China and Hong Kong. For more information, visit www.laserco.com.au.

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