



Navman Wireless Introduces iPhone Application for Fleet Tracking

Sydney, AUSTRALIA – 11 August 2010 – Navman Wireless has today become the first and only Automatic Vehicle Location (AVL) provider globally to introduce an iPhone application for its OnlineAVL2 vehicle location software application.

Available through the iTunes App Store at no cost, the Navman Wireless iPhone Application provides customers with up-to-date information about their fleet from their iPhones.

Customers who download the application on their iPhones will be able to perform a number of key fleet management activities on the devices. These include:

Checking the real-time location of single vehicles or the entire fleet
Sending and receiving messages to and from vehicles
Routing vehicles to destination
Replaying recent movements of vehicles
Navman Wireless has operations in 15 countries and is the only global AVL provider with an AVL (automatic vehicle location) application for the iPhone.

Paresh Nagda, Navman Wireless, CTO said, "The launch of the Navman Wireless iPhone Application marks an important milestone in making rich vehicle tracking applications available on a smartphone platform."

"It's the first of a new generation of applications on Navman Wireless' product roadmap. These applications will give managers-on-the-move the information they need to make decisions about resources and the tools they need to communicate with people in the field right from their fingertips, wherever they happen to be."

Ian Daniel, Navman Wireless Vice President for Asia Pacific said the application was developed in response to requests from its Australian customers. "The iPhone is extremely popular in Australia with business owners and managers and this application is aimed at making their lives easier. Without having to carry a computer with them, they can now get the vehicle location information and communication capabilities wherever they are and whenever they need them."

"The Navman Wireless iPhone App will appeal to a wide range of our existing customers. For owner operators in the service industry, it means they will be able to take calls from customers, answer queries about arrival times accurately and then message field staff and route vehicles no matter where they are."

"We also think this application will appeal to operations managers in the transport industry where many businesses operate around the clock. Being able to access real time information about your fleet anywhere anytime is really important for accountability and peace of mind, and gives you better information for decision-making."

The Navman Wireless iPhone Application was developed by New Zealand-based startup Pocket Logistics. To access the application, Navman Wireless customers simply download it from the iTunes App Store. They will need to contact their Navman Wireless Dealer to request a user name and password and the application will be ready to use.

According to IDC, Apple has a 40.3 percent market share in the first quarter of 2010 based on smartphone platforms.

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Note to Editor: Hi-res images of the iPhone App are available on request. Please contact Max Australia.

About Navman Wireless

Navman Wireless is a leading designer and manufacturer of GPS technology, providing fleet management solutions, comprising GPS engines, sensor modules, tracking devices and messaging terminals, to thousands of companies worldwide. The company was formed in 2007 following a buyout by

senior management, backed by Chicago-based private equity firm, Prairie Capital.

Navman Wireless is the market leader in Australia tracking more than 14,000 vehicles and has operations in New Zealand, Fiji, England, Ireland, Scotland, Spain, Italy, Denmark, the United States, Canada, Mexico, Chile, Taiwan and Thailand, – tracking over 115,000 vehicles globally.

For further information, visit www.navmanwireless.com.au

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