



## **Free Mapping and Navigation Service 'amAze' Launched to Mobile Consumers**

*London, January 30<sup>th</sup>, 2007.* LocatioNet Systems Ltd., a leading provider of mobile mapping and location applications, announced today that it has launched 'amAze', a new free mobile mapping, navigation and local search solution for regular mass-market mobile phones.

amAze is the first mapping and navigation application of its kind for mobile phones and it is totally free to use for consumers. The application provides any regular, Java-enabled mobile phone with mapping, navigation and local search information to anywhere in Central and Western Europe and North America. An additional voice-guided navigation feature can be accessed using any bluetooth GPS device.

"amAze is a must-have mobile application for all consumers," said Ofer Tziperman, President of LocatioNet. "Navigation and the ability to search for local information are tools that we all need regular, almost daily, access to. Our trial phase has shown us how keen people are to download and use amAze."

amAze features the following benefits:

- Visual and voice guidance to any destination
- Search any location by its address
- Search and navigate to businesses listed in yellow pages directories
- Indicate any required location on the map
- View and use dynamic, high quality maps at various scales
- Calculate the fastest route between two locations
- Save and manage personal favorites list
- Covers Central and Western Europe and North America, without purchasing or downloading additional maps

amAze is being launched as a collaborative effort led by LocatioNet and including leading vendors in the fields of mapping, yellow pages, weather and other geographically related content.

The application is free to consumers and income is generated through advertisements and sponsorship which are intelligently integrated into the application. The user is served relevant and targeted advertising which enriches the user experience with more relevant information.

Tziperman continued, "We believe that we have produced a very innovative offering for consumers and partners alike. amAze will offer an outstanding free service to users, while our business model means that we can generate a healthy revenue stream."

Future versions of amAze will also feature high quality aerial photos, satellite imagery and topographical maps on a wide coverage as well as weather conditions. Additional regions will also be added to the mapping information.

amAze already supports about 100 Java-enabled mobile handsets with more handsets supported every week. Windows mobile and Blackberry versions will be released soon.

Users can log into the amAze web site: [www.amazegps.com](http://www.amazegps.com) to register and obtain their free copy of this useful mobile software.

### **About LocatioNet**

With a track record of over 16 years in the field of location-based services, LocatioNet is best positioned to re-define the navigation and local search market. Based on a field proven LBS middleware, best of its kind GIS engine and advanced client-server technology, LocatioNet is serving mobile carriers, yellow pages vendors and other content providers. The solution is hosted from Europe, USA and Asia.

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