

## **PRESS RELEASE: COSMICNAVIGATION BV**

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### **From A to B...on land and sea**

The Dutch navigation company, CosmicNavigation, is now increasing production capacity in China because of growing sales due to the growing demand of their new CS3 multi purpose navigation solution. Cosmic focuses on straight forward entry level navigation systems that can be used for car and outdoor navigation.

#### **Portable and affordable Car-Marine navigation**

One of the new things the Amsterdam based company has just released is a marine solution that seamlessly runs on the TeleAtlas maps. The marine solution has all the official and professional information that a boatnavigation product should have. The marine maps cover the entire world from coastal to inland waters. It contains harbour information, water depths, buoys but also wrecks and fishing area's. The data comes from Navionics, the leading company worldwide when it comes to outdoor maps.

Olivier Chevalier, Director of CosmicNavigation; "We develop products with a certain user in mind. The result is CosmicSoft3 (CS3); a navigation software that can be used for car navigation and by the push of a button the marine maps are activated...all in one solution! Companies such as Garmin and Magellan have recently released similar products...but more expensive and much more difficult to use. We put all our effort in making things really simple to use and very rich when it comes down to content! In the near future we will expand the solution with more different types of outdoor data, such as ski and hiking maps"

#### **Pirate of the aftermarket**

The CS3 navigation software not only runs on Windows CE but also on Windows Mobile. Now Cosmic has access to the growing market of smartphones.

With that in mind, Cosmic's development team came up with a product named BuzzMaps. This is actually CS3 software made suitable for other GPS brands such as Mio, Hitachi, Nokia, Myguide, Medion, HP and HTC. This way people who own such a device are not forced to buy additional maps or content from their original brand. They can go to MAP-DEAL.com and buy BuzzMaps, that will allow them to navigate through any street in the world...and on any river or sea in the world, without having to buy new hardware or expensive updates from the default software vendor. MAP-DEAL.com will be live from the 1st of December 2008.

*CosmicNavigation is an innovative developer of GPS-products with a wide range of different brands. Cosmic's products are sold all over the world with a businessmodel that is based on revenue from retail sales and additional revenue through online aftersales services. Cosmic's brand, CarTrek, is currently the nr3 in the Netherlands with a marketshare of 8%. For more information on CosmicNavigation or CS3;*

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**VISIT COSMICNAVIGATION AT THE METS TRADESHOW IN AMSTERDAM, FROM 18-21 NOVEMBER. HALL 2 booth 02.432 ([www.metstrade.com](http://www.metstrade.com))**