

## Persbericht

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Amsterdam, 22 August 2007

### **Libelle introduces navigation system for women**

Libelle, a Dutch lifestyle magazine for women, has developed together with the company CosmicNavigation, a navigation system specially designed for women.

This special edition of the RoadNavigator is a handy and user friendly navigation system with an elegant design.

The Libelle-navigation system has touchscreen-technology, the interface has a feminin touch and the system includes special locations selected by Libelle, like shops, restaurants, museums, etc. The system will be available as from week 36 for the Libelle subscribers in combination with a subscription.

Libelle is the women magazine with the largest media-exposure of the with an impression of 507,000 ex. and 2.7 million readers per week. Karin Kelder, marketing co-worker of Libelle: "I had this idea already in mind for a while. We came in contact with CosmicNavigation and together we worked out further the idea. We are very enthusiastic about the product and we are convinced that we can offer something unique to our readers".

Carline Poublon, marketing manager of CosmicNavigation: "A navigation system is most of the time a typical men gadget. There has not been done much for the feminin cardriver and together with Libelle we can offer this target group an alternative, specially designed for them. Today, the market is looking for products that are focused, content and design wise, on a specific target group. With our technology and organization we can rapidly design and produce this type of products".

The RoadNavigator has reliable and high quality hardware. Furthermore the system is standard provided with the renewed software CosmicSoftII and the latest release detailed map data of TeleAtlas. The system is thanks to the plug & go technology directly ready to use.

There are several special editions of the RoadNavigator designed, such as a sport and race version.

The sports edition contains more than 10.000 addresses of sport clubs in the , easy to find by name. The RoadNavigator race edition has exclusive race commands of a Dutch F3-driver Renger van der Zande.

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CosmicNavigation is een innovatieve ontwikkelaar van op maat GPS toepassingen. CosmicNavigation heeft een uniek navigatiesoftware platform, speciaal ontworpen voor het eenvoudig creëren van privatelabels. CosmicNavigation biedt naast navigatiesoftware verschillende producten en services om haar klanten te ondersteunen bij het lanceren en managen van hun GPS producten; zoals helpdesk-, aftersales-, marketing- and sourcing activiteiten. CosmicNavigation helpt bedrijven bij de ontwikkeling, lancering en het managen van hun navigatieproducten.