

**COSMICNAVIGATION: Safer navigation for everybody**

**Amsterdam, 28 March 2007 – Navigation systems are popular and improve the road safety. In general a lot of people seem to have problems to fully understand a navigation system. Therefore CosmicNavigation developed in cooperation with the TU Delft University a user-friendly navigation software, which can be customised to the preferences of every user and will enhance the safety of the driver.**

“Many users of GPS systems pay too much attention to their screens, this way they are distracted while driving,” says Joris Teeuwen, who coordinated the TU Delft project team. “People find it hard to adapt and efficiently process the information from the screen.”

CosmicNavigation and a project team of the TU Delft University did a thorough research in how people read the information from their screen. “People adapt information in a lot of different ways,” according to Teeuwen. “Some people prefer to have a complete overview of the area where they are located; the other has only the need of a small arrow which indicates the driving directions”. With this knowledge CosmicNavigation made the screen settings of their new navigation software completely flexible. Users can choose themselves how the route-information is being presented. The effect is that the driver understands the information from the screen better and quicker, so they can keep their attention to the traffic. Also the buttons to change the settings in the preferred mode became bigger and clearer. The flexible technique goes by the name ‘Quick Safety View system’ ( QSV™) and is already available on several navigation systems (inVion, RoadNavigator). CosmicNavigation is determined to keep on developing solutions in the near future that will enhance driver’s safety.

Recent research of TNO has proven that navigation systems have a positive influence on the road safety. The new navigation software will strengthen that effect even more, expects CosmicNavigation. “Man or woman, maths- or language orientated: everybody gets the information presented in an easy way. You can focus completely on the traffic and have a SAFE journey.”

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CosmicNavigation is an innovative developer of customized GPS solutions. CosmicNavigation has a unique navigation software platform, which has been designed to easily create privatelabels. CosmicNavigation offers several products and services besides navigation software to help their customers launch and manage their GPS products; such as helpdesk-, aftersales- marketing- and sourcing services. CosmicNavigation helps companies to create, launch and manage their customized line of navigational products.