



# Destinator for Personal Navigation Devices

## The Features your Customers Want

- ▶ Online Local Search
- ▶ Text-to-speech: hear street names
- ▶ Lane guide: know which lane early
- ▶ Speed Limits: stay safe and legal
- ▶ Safety Cameras: Be warned!
- ▶ Zagat guides: restaurants, hotels, travel info
- ▶ Points of Interest: see what's on the way
- ▶ Cheap gas: find the cheapest gas near you
- ▶ RDS TMC information: avoid traffic jams
- ▶ Online Local Search: find everything easily

## World Class Navigation Software from Intrinsyc

Building a successful Personal Navigation Device (PND) requires proven navigation software and customization to meet the needs of your target market. Destinator is the leading independent software solution for PNDs. Whether your requirements call for the best navigation available at a low price point, or a next-generation converged device connected to live content and revenue-generating services, Destinator from Intrinsyc can meet your needs.

## Setting a New Standard for User Interfaces

The best reason to use Destinator software on your GPS device is that it offers your customers the highest quality navigation experience available. It starts with a clean streamlined user interface that lets you start navigating right away with fewer clicks, yet also provides the right information at the right time.

- The new NavStrip™ enables quick access to key functions using “SingleClick” command entry. A single tap opens and closes the NavStrip.
- The new SideBar aids navigation by providing a display of upcoming maneuvers, trip time, and distance side-by-side with the map. Displaying in landscape mode only, the SideBar automatically hides or it can be pinned to the map.
- Realistic horizon and sky, realistic road signs, and anti-aliasing technology all add up to a more visually satisfying experience.
- Kinetic scrolling lets you move through maps with the flick of a finger.

## The Shortest Route in the Safest, Simplest Ways

Routing is the very core of navigation software. Destinator features industry-leading reliability, with the best routing and audio-visual driving guidance. The combination of ease of use and spoken directions create a safer experience for the user.

- Unsurpassed turn-by-turn routing engine. The foundation of Destinator’s accurate navigation is a powerful high-performance routing engine. It calculates routes and renders maps in mere seconds, resulting in a smooth, seamless navigation experience.
- Lane guides and speed limits. Lane driving guidance tells you which lane to take at complex road junctions, the distance to the next lane change, and traffic-specific lanes, such as HOV. Speed limit signs are always visible on the main screen, and an optional audio warning sounds if the limit is exceeded.



Destinator



NavStrip



- Voice navigation. Natural sounding voice directions are standard on Destinator. New text-to-speech phonemes deliver improved pronunciation of street and city names, so everything is easier to understand and you can keep your eyes on the road.
- Online Local Search. Intrinsic's exclusive Local Search feature leverages the power of connectivity to deliver additional local points of interests (POIs), businesses, etc.

### Points of Interest along the Route

Users see points of interest on the Destinator map before choosing one. You also have the option to enrich content with the addition of the Zagat Survey — restaurants, nightlife, hotels and attractions, which provides reviews and guides to places to eat, places to sleep, and top tourist attractions. Enriched POI icons support bigger and more pronounced markers for personalized location ID and selected brands.

### Live Traffic Updates

Destinator Traffic sends live, real-time alerts and offers an on-screen view of traffic incidents or traffic delays. The live traffic service also communicates the seriousness and distance of incidents. The routing engine uses the traffic information to automatically and intelligently reroute the end user to avoid the traffic.

### The Advantages that PND Makers Need

Intrinsic understands the challenges facing device makers, and Destinator is designed for maximum flexibility and scalability to help you succeed.

- Component-based pricing model to lower BOM cost. One size does not fit all devices and all markets. Destinator is available in a variety of configurations at different price points, from basic navigation functions to live content aggregation suitable for social networking and other sophisticated location-based services.
- Online map and feature activation. Destinator helps you minimize packaging costs and offers an easy upgrade path by allowing updated maps and new features such as MSN Direct to be activated on the device after the sale.
- Flexible UI and branding options. The user interface is highly flexible and can be easily customized to your liking and your brand. Or, if you prefer, you can stay with the original look-and-feel and use the well-known Destinator brand to your advantage.
- Branded content: Zagat Guides, and more. Association with prominent brand services can be a great added value and competitive advantage for your device.

### Intrinsic Puts It All Together

If you are building a device that does more than just navigation, Intrinsic can provide you with more than just great navigation software. Intrinsic has deep technical expertise in mobile and embedded devices, including PNDs and smartphones.

### Destinator: Total Navigation Solution for PND

- ▶ Best routing engine in the industry
- ▶ Text-to-speech: hear street names
- ▶ Maps for multiple countries from multiple sources
- ▶ Pricing advantages and channel opportunities
- ▶ Customer-branded website customization
- ▶ Zagat guides: restaurants, hotels, travel info
- ▶ Solutions customizable for regional carriers
- ▶ Cheap gas: find the cheapest gas near you
- ▶ RDS TMC information: avoid traffic jams
- ▶ Online Local Search: find everything easily



[www.intrinsic.com](http://www.intrinsic.com)

#### About Intrinsic

Intrinsic empowers device makers, mobile operators, and silicon vendors to deliver compelling, next generation mobile and embedded de-vices with faster time-to-market, higher quality, and differentiating innovation. Our customers and partners rely on our award-winning device development software and services including our industry-leading navigation software and LBS solutions. Intrinsic globally supports customers with solutions that span all major mobile operating systems and platforms including Android, BlackBerry, Linux, Symbian, Windows Embedded CE and Windows Mobile. Intrinsic is publicly traded (TSX: ICS) and headquartered in Vancouver, Canada, with offices in China, Israel, Taiwan, U.K. and the United States.

**Head Office - Canada**  
700 West Pender Street  
10th Floor  
Vancouver, BC  
Canada V6C 1G8  
Toll Free: 1-800-474-7644  
Tel: +604-801-6461

**US Office**  
11130 N.E. 33rd Place, Suite 150  
Bellevue, WA 98004

**Asia-Pacific Offices**  
Unit 608, 6th Floor Beijing Tower  
10 Dong Chang An Jie,  
Beijing 100006, China  
  
Room 307, 3F, No. 181, ZhouZi St  
Taipei, Taiwan 11493  
Tel: +886-2-2162-1197

**EMEA Office**  
Aba Even 1  
Herzliya Pituach  
POB 12826,  
Herzliya 46733, Israel



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