

ToBe Gateway Server

Complete Gateway Solution for LBS

ToBe Gateway Server

- ▶ Scalable aggregation and delivery of content services
- ▶ Map and POI updates
- ▶ Geo-data conversion
- ▶ User profile management
- ▶ Dynamic local search integration

Destinator Client Application

- ▶ Turn-by-turn GPS navigation
- ▶ Industry leading reliability and driving guidance
- ▶ Intuitive, safe, and customizable UI
- ▶ Day or night mode and 2D or 3D map viewing
- ▶ Voice navigation
- ▶ Powerful point-of-interest (POI) search
- ▶ Live content from multiple sources

Solutions for Real-Time Delivery of Location Based Services

Users of personal navigation devices want on-demand, real-time access to highly relevant content based on their location. Network operators want to deliver dynamic content including up-to-date maps, traffic reports, local business lookups, and current point of interest data as a means of generating additional revenues.

Service providers are looking for solutions enabling them to connect and deliver a multitude of dynamic content services to mobile devices using SMS or over GPRS/3G networks efficiently and cost-effectively. Device makers need to differentiate and expand their product portfolio.



Intrinsyc's ToBe gateway server provides the answer. ToBe provides comprehensive content services from an extensive network of content providers. Intrinsyc's LBS Application Protocol provides client-server communication between the application and content servers, enabling stable and efficient data conversion and transfer of requests to and from client devices. ToBe normalizes disparate content data types and formats for consumption by mobile clients.

Optimized Communications

Navigation software and location based services can consume a significant amount of resources on the client device, negatively affecting performance. Data conversion and transference must be optimized to maximize throughput and deliver a positive user experience.

The ToBe server solves issues of content prioritization, data conversion, and web GIS integration, enabling the client software to perform faster GPS calculations and rapidly execute route based search algorithms. The ToBe solution gives users a more responsive and satisfying experience.

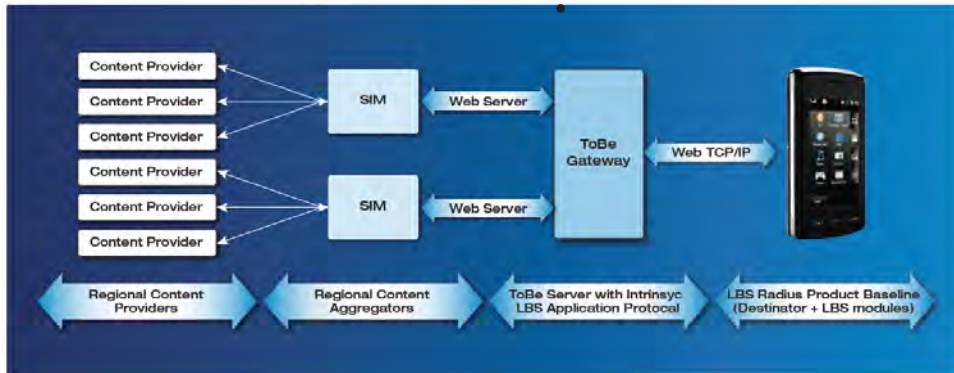
Geo-Data Conversion

ToBe gateway server converts diverse data types into a uniform format, streamlining content delivery to the client device. Intrinsyc's LBS Application Protocol minimizes latency and protects against overrun conditions. Some types of the content data managed by the ToBe server include:

- Traffic
- Safety-cameras
- Gas information
- Parking space availability
- Travel guides

Map and POI updates

Users want easy access to current maps and dynamic content such as traffic, weather, and news. ToBe gateway server incorporates version management techniques enabling access to current maps and POI data on a regional basis. In addition, ToBe gateway server supports content delivery to a broad range of client platforms.



Dynamic Local Search Integration

ToBe server supports the use of local search providers for a wide variety of sources.

- Reference data providers available from Intrinsic include Yahoo!Local, Google, MSN, Baidu, or others.
- Providers for other regional search engines can be delivered as needed to serve local market requirements.
- User can select from existing integrated search service providers or allow ToBe server to randomly select one for their inquiries based on first-come, first-served.

Scalable and Geographically Aware

In order to serve regional interests, the ToBe gateway server architecture is highly scalable allowing service providers to connect to a variety of third-party content servers. ToBe supports aggregating regional servers on a global basis delivering a seamless centralized service for location-based applications.

To learn more about how Intrinsic's ToBe gateway server can help deliver your content services, please visit our website at www.intrinsic.com or call **+1-604-801-6461**.

About Intrinsic

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

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