

# Press Release

## **New Entry-level Sat-Nav System iCN330 Hits the Market, Boasts 3D, Moving Maps for under £200<sup>1</sup>**

**LONDON, Feb. 28, 2006 –**

In response to the strong demand for affordable, easy-to-use technology, satellite navigation pioneer Navman has launched its latest entry-level, in-car system – the iCN330. This simple, portable, pocket-sized solution will work straight out of the box in any car.

The iCN330 boasts three dimensional, moving maps to help you navigate through your journey more easily. A progress bar and distance indicator turn red to give you advanced warning to your next turn. In addition, a “free drive” function allows you to see moving maps without having to enter a specific destination – a great feature if you already know the route but want to follow the map as you drive.

Any route can be planned quickly and easily. The iCN330 carries out a fast and accurate search for either a particular area, a town, a street or a junction. The system can even direct you to a town centre or to a specific house number. You can also enter the postcode if you know it and the iCN330 will take you to that location as well. Clear turn-by-turn voice instructions are provided via a quality integrated speaker. And don't worry if you somehow take a wrong turn, as Back on Track™ will instantly re-route you in the right direction.

**“Satellite navigation systems have become the must-have gadget for any driver wanting to get from point A to point B as quickly and efficiently as possible,”** said Prash Vadgama, president - Land Navigation Group at Navman. **“Sales of sat-nav systems soared last Christmas, as more affordable devices came to the market. Once again Navman has filled the gap in the market for affordable satellite navigation. With its new features, such as 3D, moving maps and progress bar, the iCN 330 is a strong addition to the Navman family.”**

Chris Jones, principal analyst from the market research company Canalys added: **“Canalys estimates that 7.2 million portable navigation solutions were sold in EMEA (Europe, Middle East & Africa) in 2005. Growth of 178% over the previous year makes the portable satellite**

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<sup>1</sup> including VAT.

navigation market one of the fastest growing consumer electronics sectors in EMEA, and that is set to continue in 2006. Growth has been driven by more affordable solutions that are easy-to-use and widely available. The entry-level products priced at €300 or less are where Canalsys expects most growth to come from in 2006. Navman is addressing this part of the market with solutions such as the iCN330.”

The high resolution LCD screen display shows clear and accurate information for the driver, including large directional arrows, distance-to-turn bar and junction maps. Menus can be navigated quickly and easily using the five-way keypad and soft key buttons. The device is also fully portable and easy to install and remove from your car.

Provided with a car suction mount, cigarette lighter adaptor and rechargeable battery, the iCN330 is available for £199 (including VAT) from leading retailers and e-tailers starting in March 2006.

### **Product specifications**

- Integrated GPS receiver (SiRF StarII eLP chipset with SiRF XTrac™)
- 2.83 inch TFT LCD colourscreen (240 x 320 pixels resolution)
- Quality loudspeaker
- Integrated battery (2-4 hours)
- Weight: 212 grams

The Tele Atlas map data is provided on a pre-loaded MMC memory card, giving street-level coverage for the UK and Republic of Ireland.

For further information about Navman Europe and Navman products, please contact T: 01293 780 500 or visit the Web site at [www.navman-europe.com](http://www.navman-europe.com).

### **Press Contact**

For further information or 300 dpi JPEG images, please contact:  
Jane Leah or Helen Lacey  
Beam Agency, 1 Rosoman Place, Exmouth Market, London EC1R 0JY  
T: + 44 (0) 20 7833 9595  
E: [jane@beamagency.com](mailto:jane@beamagency.com) or [helen@beamagency.com](mailto:helen@beamagency.com)

### **About Navman**

*Navman is a world leader in the design, manufacture and marketing of global positioning system (GPS) products. With 20 years experience in GPS, the company is now widely recognized as a pioneer of portable, in-car satellite navigation devices. The Navman brand has become synonymous with reliability, innovation and simplicity. Navman started out in New Zealand specialising in marine electronics, and today its award-winning GPS products are now available for cars, boats, commercial fleets and outdoor activities.*

*Navman is a global corporation with offices in the UK, Germany, France, Italy, The Netherlands, Denmark, Switzerland, the U.S., New Zealand, Australia and Singapore. Its products are sold and supported worldwide.*

*Navman is part of the Brunswick Corporation ([www.brunswick.com](http://www.brunswick.com)), the world leader in high-quality products for recreational enthusiasts, including pleasure boats, marine engines, fitness equipment, bowling equipment and billiards tables. Brunswick's annual sales were \$5.9bn in 2005.*

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