

AtlasBook® Navigator

Your Established Partner

TeleCommunication Systems, Inc. (TCS) (NASDAQ GM: TSYS), a world-leader in navigation and LBS solutions, offers a product portfolio of embeddable navigation and content to support branded and white-label deployments. Customers include Tier 1 wireless operators, wireless OEMs, telematics service providers, and vehicle manufacturers. TCS serves more than 40 percent of the total U.S. mobile market, representing over 110 million subscribers who generate more than 400 million LBS transactions per month. TCS' highly available technology supports more than 1,200 mobile devices with global coverage in 60 countries and 10 languages.



Localizing the World Around You

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AtlasBook®
Navigator

Powerful Navigation and Search Companion

AtlasBook Navigation

Whether you are an operator or an Original Equipment Manufacturer (OEM), you need mobile applications that offer value-rich features to best serve your customers. Introducing AtlasBook® Navigator from TeleCommunication Systems, Inc. (TCS)—the full-featured private-label GPS navigation platform offers customizable localized content that increases application uptake, reduces churn, and increases revenue. As a complete turnkey solution, AtlasBook Navigator is built upon a highly reliable data center infrastructure, easily integrated into third-party billing systems.

Features

Navigation and Maps

- Real-time, 3D turn-by-turn directions including realistic highway signs and intersections
- Night mode navigation views that adapt to darkness while traveling at night
- Fastest routes with real-time traffic notifications to avoid delays and incidents
- Pedestrian navigation mode to quickly find and walk to a destination
- Follow Me map mode quickly pinpoints and tracks the user's location in multiple map views including satellite view

Content Carousel



Weather:
Real-time localized content

Search

- Quick access to directory assistance information
- Countless, up-to-date destinations and addresses
- Speech recognition for hands free search and navigation

Share

- Allows users to share their location via Place Message or SMS to anyone in the world
- Creates new possibilities through Facebook integration for location awareness and social networking

Localization Content

AtlasBook Navigator localization content varies by region and is constantly expanding:

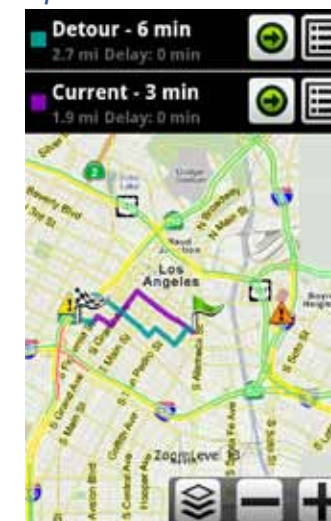
Traffic and Navigation:

- Provide real-time traffic content with visual and audible warning of upcoming delays
- Ensure route delivery is optimized to meet user preferences
- Offer precise location positioning to allow a route to begin from indoors

Search, POIs, and Advertising:

- Premium placement positioning so content is strategically placed with search results
- Relevant hyper-local advertising within the application for higher click-through rates
- POI data including name, address, and phone number
- Editable local search categories for content you wish to highlight (e.g. operator retail locations)

Optimal Routes



Detour map:
Quickest routes and traffic information.

- Automatic speech recognition (ASR), enabling users to simply speak the name or address of the POI to begin a search—making search and navigation entry easier and faster

Entertainment and Services:

- Plan trips online, send details to the phone, and keep Favorites safely backed up
- Track the latest shows and show times
- Find local events along with the event details, venues, and times
- List the average local fuel price and the station that offers the lowest price

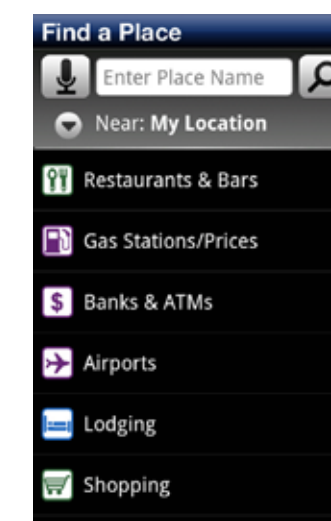
Telematics Solutions

Automotive suppliers, manufacturers, and aggregators all benefit from TCS' strong relationship with industry-leading map, navigation, and traffic providers. TCS' telematics products support core, free, bundled, and premium business models. TCS supports head-unit integration and supports the OEM's brand by providing mobile applications and Web site integration.

Experience that Matters

TCS holds a solid track record of creating customized solutions on first-to-market handsets, working directly with OEM's and operators to deliver popular and profitable user experiences. TCS ports to over 400 different handset models spanning most current mobile operating systems, including Android, BlackBerry,

Localized Search



Places:
Millions of local business directory listings

BREW, iPhone, and J2ME. This expertise enables us to bring products to market quickly and empowers our operators to keep pace with the market's competitive demands.

Seamless Integration

Developers can experience a quick and convenient option to support their location-based service offerings through an app-to-app or web-to-app API creating a valuable end product. TCS supports self-provisioning and map tools that upgrade to navigation to allow for business model flexibility.

Profitable Solutions

Delivering a powerful navigation and search tool just got more profitable. With AtlasBook Navigator, we provide more than a solution. We also increase your bottom line. When we deliver your localized solution, we also include our best practices and a stronger return on investment.

Lead the LBS Revolution

Contact us to start customizing your solution today. Visit our website at www.telecomsys.com or email us at sales@telecomsys.com.