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NAVTEQ Invests in Acuity Mobile to Further Expand Advertising Capabilities

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CHICAGO, Feb. 5 /PRNewswire-FirstCall/ -- NAVTEQ, a leading global provider of digital maps for vehicle navigation and location-based solutions, has made an equity investment in Acuity Mobile, Inc., which specializes in mobile location-based advertising delivery. NAVTEQ has also extended its licensing of Acuity Mobile technologies. NAVTEQ has extensive capabilities in mobile advertising; this investment and the resulting collaboration will enable NAVTEQ to enhance its ability to meet the growing demand for interactive advertising delivered seamlessly onto location-aware devices. Further, this agreement will make for a keener expertise and insight into the interactive advertising space.

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Acuity Mobile's embedded mobile advertising platform (EMAP) technology is a marketing solution that provides geographically targeted advertising. The company provides platform-independent, real-time, interactive advertising content which can be targeted based on relevance of offer, recipient preference, and precise location. The service supports robust campaign management, tracking and reporting as well as APIs for integration of ads into virtually any application on any platform. "Acuity Mobile has focused on developing specific technical and marketing capabilities in geo-targeted advertising and higher-value mobile advertising," offered Gregg Smith, Acuity CEO.

"The investment in Acuity Mobile will serve as a fortification of our interactive and mobile advertising delivery prowess," explained John MacLeod, executive vice president, NAVTEQ. "Our research indicates that the more finely we target advertising, the higher value it brings to consumers and advertisers alike."

Using Acuity's EMAP technology, NAVTEQ will enable clients to target consumers with real-time and geographic precision. In turn, consumers will have advertising move with them, as their mobile mapping applications unobtrusively present ads, offers, coupons, or other promotions, based on their opted-in preferences. The ads might feature audio, rich graphics, or calls to action such as routing to the closest advertiser storefront. "NAVTEQ has more than seven years experience in location-based advertising and this investment will serve to further strengthen our expertise on the delivery side of the equation," commented MacLeod.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,300 employees located in 167 offices and in 31 countries.

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About Acuity Mobile

Acuity Mobile is a leading provider of mobile marketing content delivery solutions. Acuity Mobile's Embedded Mobile Advertising Platform (EMAP) is a patented technology that enables Spot Relevance(TM) -- the ability to deliver targeted marketing content to the right person, at the right time, in the right location. EMAP technology is used by carriers, advertisers and content owners to ensure that relevant content (ads, offers, traffic, weather, etc.) is delivered directly to mobile users based on their interests, time of day and geographic location. The technology behind EMAP was first developed in 2000 and patent protected since 2003. Acuity Mobile harnesses the power of mobility to improve content delivery for marketers and their consumers. For more information, please visit <http://www.acuitymobile.com>.

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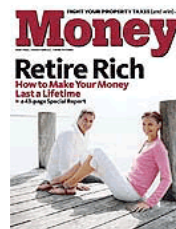


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Actual results may differ materially from these expectations due to changes in global political, economic, business, competitive, market and regulatory factors. NAVTEQ does not undertake any obligation to update any forward-looking statements contained in this document.

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