

Inaugural event attracts leading global organisations from the navigation industry

– The Canalys Navigation Forum – mapping the road ahead

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For immediate release

During 11–13 September, CEOs and top-line management from around the world will gather in Geneva to take part in the first ever Canalys Navigation Forum. The navigation industry has enjoyed explosive growth over the last two years and is bringing together automobile, consumer electronics, mobile phone and PC vendors for the first time. Suddenly these companies are finding that they need to both cooperate and compete with each other. They also have to face up to a host of relatively new navigation-focused companies that have emerged rapidly and made a strong impression on the public consciousness, with TomTom, Navman and Garmin shining as leading examples.

Navigation represents a far greater opportunity than a straightforward hardware play. Maps have to be drawn, digitized and updated. Applications must be developed to mine the routes. Road authorities need to be brought onside to deliver up-to-date traffic information. Most navigation devices today are used primarily to get drivers from A to B, but lucrative service opportunities are quickly emerging. Expect navigation devices to be increasingly used first to beat traffic jams, then to locate the nearest great restaurants, provide assistance to breakdown and emergency services, and help companies service customers efficiently. These services will depend on the investments made by the software and systems integrator industries. Ultimately commercial success will also depend on convincing sceptical IT managers around the world that their car fleets need to be managed as part of an integrated approach to their data networks.

Chris Jones, Canalys director and principal analyst, and world-renowned navigation industry guru, believes that, “The success and opportunities presented by navigation mean that it demands and deserves a full ecosystem to support it. It needs financial analysts dedicated to the sector, industry forums to discuss common standards, informed press coverage, trade shows and a dedicated industry conference. Canalys is already established as the pre-eminent source of navigation market information and is now committed to delivering its first dedicated event. Virtually everybody of importance within navigation will be in Geneva in September to discuss new ideas, evaluate investments, build partnerships and evangelise the opportunities. By bringing the ecosystem together under one roof we believe the industry itself can grow both faster and larger.”

Already surpassing all expectations, the Canalys Navigation Forum has attracted a substantial number of top-name sponsors, including Navteq, Tele Atlas, Destinator, HP, Fujitsu, iPublish, TomTom and Route 66.

Alain De Taeye, CEO of Tele Atlas and platinum sponsor for the event, added, “In every market there is a recognised event around which vendors and their suppliers gather to debate and cooperate. Offering industry analysis and insight, the Navigation Forum provides an unrivalled annual focal point for business development activity.”

NAVTEQ, a platinum sponsor as well, has long recognized the potential of the navigation industry. “This conference is a testament to the fact that navigation is an industry in its own right,” said David Assouline, Marketing Director, Consumer of NAVTEQ. “The penetration of navigation products across a spectrum of business and personal applications is impressive. NAVTEQ looks forward to representing its commitment to the industry at Canalys’ event in September.”

The conference programme is focused around three main themes: technology and platform futures, routes to market, and customer attraction and retention. Attendees will depart the event enriched by a wealth of market sizing and forecasting data, with first-hand insight into the thoughts of the leading movers and shakers, a whole network of new contacts, a better understanding of the major technical and social challenges ahead, and an assessment of the economic value of the opportunities. Recognised industry figures will be presenting on these subjects, in addition to the Canalys analysts delivering their global market perspectives.

Alan Cardy, Canalys vice president, commented, “Our objective is to ensure that the Canalys Navigation Forum builds a reputation as an exclusive and valued opportunity for discussion, tackling the critical issues that will determine success and failure in this market. We have ensured that invitations are focused on CEOs and first-line reports, creating a gathering of like-minded business leaders with similar objectives and concerns.”

The Canalys Navigation Forum will be held in Geneva during 11–13 September. For more information visit <http://www.canalys.com/navigation> or call +44 (0) 118 945 0191.

About Canalys

Canalys specialises in delivering high quality market data, analysis and advice to the world's leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

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