

**VODAFONE NAVIGATOR
TURNS YOUR CELL PHONE INTO A SATELLITE NAVIGATOR**

**Continuously updated maps of Italy and Europe, traffic and tourist
information**

Milan, July 04, 2005, Vodafone Navigator enables Vodafone customers to turn their cell phones or palmtops into a satellite navigator, offering continuously updated maps of Europe, voice and visual instructions, real-time traffic info and an enormous database with over 4 million places of interest.

Vodafone Navigator is capable of locating the user's position via the GPS receiver, which can be placed, for example, on the dashboard of one's car, and, by sending information to the cell phone via a Bluetooth link, guide the user along the selected route.

In order to plan the route, Vodafone Navigator uses the GPRS and UMTS networks to rapidly consult the most up-to-date, online version of European road maps, without taking up the phone's memory. The system also provides information on traffic conditions along the route, any blocked roads and work in progress, allowing the user to choose from alternative routes. Should the user choose a different route compared with the one recommended by the navigator, the itinerary is automatically reprogrammed.

In addition, Vodafone Navigator offers the chance to look up places of interest according to the user's personal needs: for example, restaurants showing the type of cuisine and opening times, hotels by category and price, and much, much besides, thanks to a database with over 4 million entries.

One of the most innovative options is the possibility to integrate the cell phone's or palmtop's address book with the navigator. The destination can be chosen simply from among the contacts in the address book.

The handsets initially enabled for this service are the Nokia 6600, the Nokia 3G 6630, the Sony Ericsson P910i, and the Qtek 1010, 2020 and 9090. Vodafone will shortly expand the range of phones capable of offering the service.

News
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The service is being offered to corporate users and consumers. In the first instance, Vodafone is offering customers the chance to subscribe, for a minimum of 12 months and with no activation charge, a traffic inclusive package (up to 10 Mbytes per month) for €10. Over this limit, traffic will be charged at the rate of €1 per MByte with charges increasing every 100 Kbytes used). Consumers are being offered a package that includes the GPS, software and annual subscription for €199, renewal annually at a price of €59. Downloads cost 0.5 euro cents per Kb.

In both cases, there no additional charges for updates to the service or the maps.