# Company Overview

By Takeshi Mitsutani, HCapNet

deCarta: The Leading Independent LBS Software Platform Company

- Reputation for Advanced Geo-spatial Science and Innovation
  - 21 Patents Granted, 20 Pending

- DDS Server Technology Leveraged Across Multiple Markets

- Embedded Software for PND and Connected PND Services
  - Hosted web service
  - Access dynamic contents
  - Location relevant local search

- Strategic Shift into Mobile Applications

- Top-tier Corporate and VC Funding
  - Norwest, Mobius, Cardinal, TransLink
  - T-Mobile, SK Telecom, Best Buy

Internet Mobile

deCarta

Enterprise Fleet/MRM
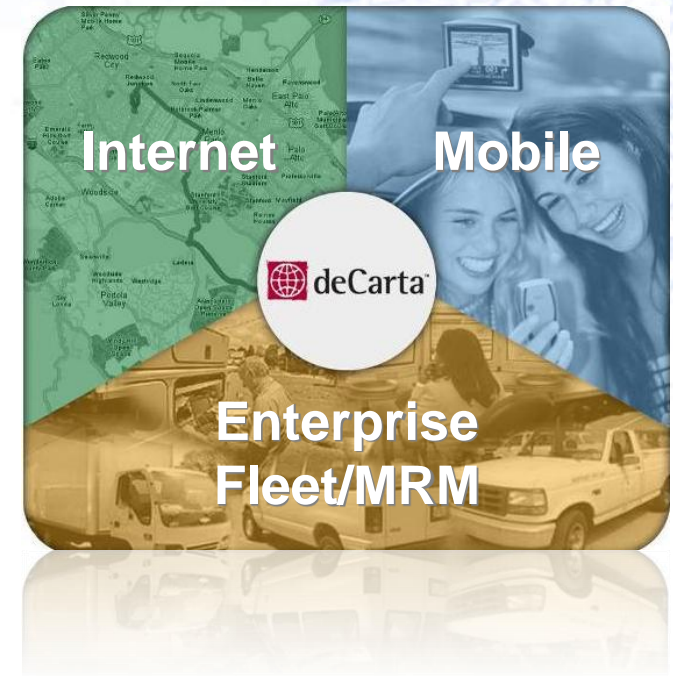
Strong, Diversified Customer Base and Partnerships
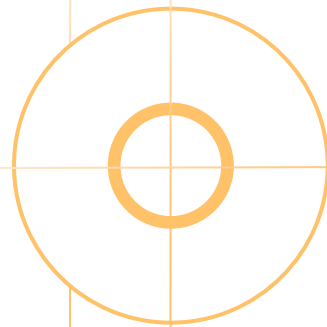
deCarta's Mobile Business

LBS Becomes a _Ubiquitous_ Mobile Service

- Maps, Local Search: a "Must Have" on Mobile Phones

- Google, Nokia's "Free" Navigation Driving Awareness

- MNOs, Handset OEMs Will Offer "Free" Branded LBS

  - Protect Consumer Ownership, Brand Equity

  - Capture New Revenue: Data Plans, Upgrades

  - Control Content being searched – set up for Advertising

- deCarta Best Positioned to Supply Complete
  White Label LBS Solution

  - Monetized by Royalties or Revenue Share of Data Plans, Advertising

  - Proof Point Accounts: T-Mobile, Samsung, Opera

deCarta®

deCarta Delivers the 3 Main Elements of *Mobile LBS Solution*

For
Consumers
Advertisers
Publishers
MNOs
OEMs

deCarta®
Apps

Like Google Maps and Nav Apps PLUS…
3D Maps, Accurate Nav & more platforms, Available to publishers, Social network integration

+

For
Developers

deCarta®
APIs

Like Apple MapKit on iPhone PLUS…
Same features + Geocoding, Routing/Directions, Search, Ads, Any platform – not just iPhone and Android
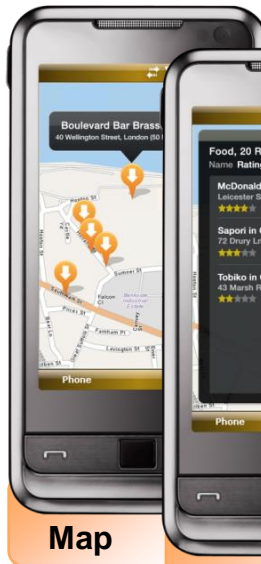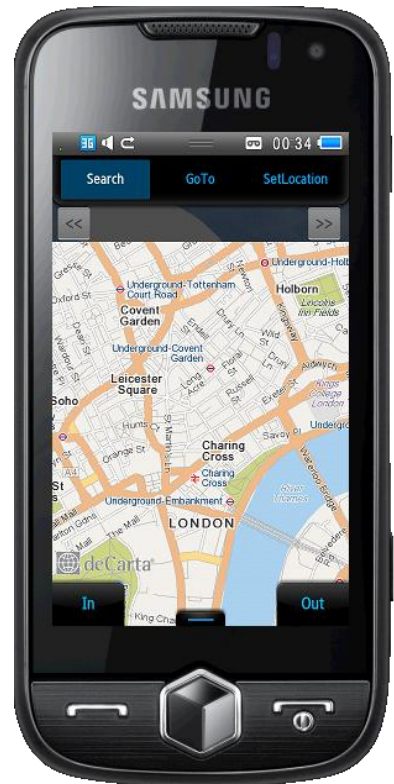
+

For
Advertisers
MNOs
OEMs

deCarta®
Local Search Engine

Like Google Local Search PLUS…
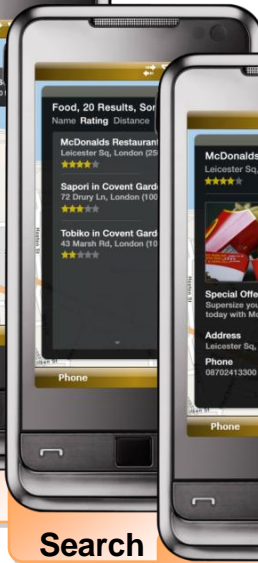*More accurate results, Local directory content, "Deep web" content, Any ad network*

deCarta®

deCarta Apps & APIs
Maps, Search, Navigation, and Broad Platform Coverage

- **J2ME**
- **Android**
- **iPhone**
- **Bada**
- **WinMo**
- **Brew**
- **HTML**
- **Javascript**
- **OpenGL**

Map

Search

Discover
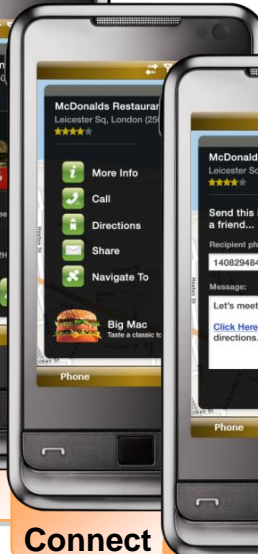
Connect
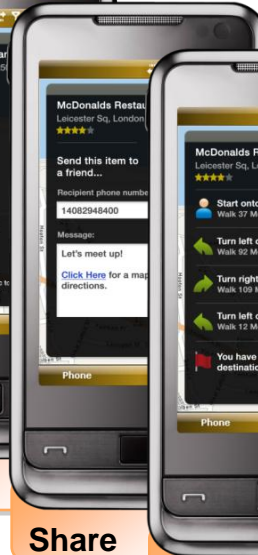
Share
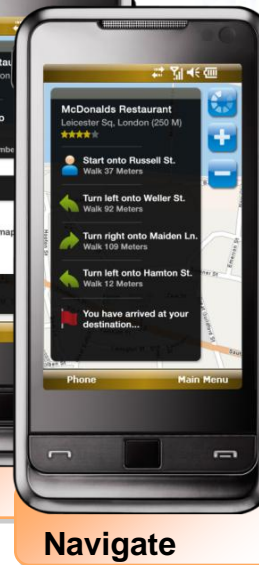
Navigate

- **Your Brand**
- **Your Content**
- **Your Advertising**
- **Your Customer**

deCarta®

deCarta Search Technology:
Ideal for Mobile Local Search

We Enable Operators/OEMs a Way to Offer a **Branded** LBS Offering with a Mobile Local Search Alternative to Google

- They Can Control Content, Ads, Monetization
- Search on Defined set of Content Databases
- Blend and De-Duplicate Localized Content
- Same Speed, User Experience

- Search Results More Relevant to <u>Mobile</u> Users
  - Corridor Search: NEAR, ALONG, WITHIN
  - *e.g. "Find Sushi restaurants on my route within 10 minutes that take Amex and are less than 50 meters drive off the road"*
  - *Sushi restaurants on my route will be displayed, not the restaurants behind me*
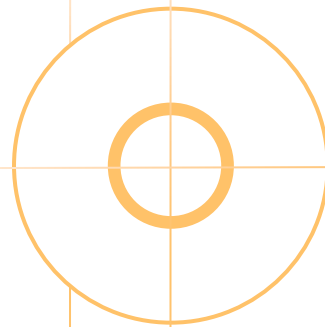
deCarta®

deCarta Success Cases

Opera Software Mobile Browsers

Local Search Icon

deCarta Maps & Local Search

Customer Objective

- Maps and Mobile Local Search for Feature Phones, Smartphones
- Not via Google Maps

deCarta® Solution

- deCarta MapSearch on Opera Homepage
- Partnership with AdMarvel

Deployment: June

- Model: Advertising Rev. Share
- Reach: ~100 Million

Samsung bada
"LBS is Now Part of the Platform"

Customer Objective

- Location APIs for bada Developers
- Branded Alternative to Google Maps

deCarta® Solution

- MapSearch APIs & Advertising APIs
- deCarta Controls Ad Placement

Deployment: July 30

- Model: 1) Rev share of Paid Apps
  2) Advertising Rev Share on free apps
- Reach: Up to ~50 Million by 2011

deCarta®

Medion

1. deCarta is providing its Navigation Application to Medion.
   - Bundled into every Medion Android handset.
   - Integrated with Medion's Connected Navigation Services.
   - Target device currently being evaluated between ZTE and Hauwei

2. Opportunity:
   - Sales to Medion's 750,000 customer base
3. Current Status:
   - Contract signed.
   - Product launch October

T-Mobile Web'n'Walk

Customer Objective

- Offer a Branded LBS Service
- Usable on 200 Phone Models
- Localizable, with Local Content

deCarta® Solution

- T-Mobile Branded MapSearch App
- Local Search on 25 Content Databases
- Turn-by-Turn Navigation

Deployment: Now

- Model: Data Plan (Bundled) Rev. Share
- Reach: 35 Million TAM

ActSoft

1. **deCarta is providing its Navigation Application to ActSoft**
   - Integrated with ActSoft's Mobile Resource Management Application

2. **Opportunity:**
   - Sales into ActSoft's existing customer base
     - Currently 95,000 users.
   - USPS
     - Up to 200,000 postal delivery workers with the ActSoft application BUNDLED with deCarta navigation.

3. **Current Status:**
   - Contract signed.
   - Product launch October