

For Immediate Release

Groundbreaking Bilingual iPhone·iPad Map Application
“itsmo NAVI JAPAN MAP”
now supports premium restaurant search in English using Gurunavi!
 ~ Available free on the App store for a limited time ~
 from August 25th

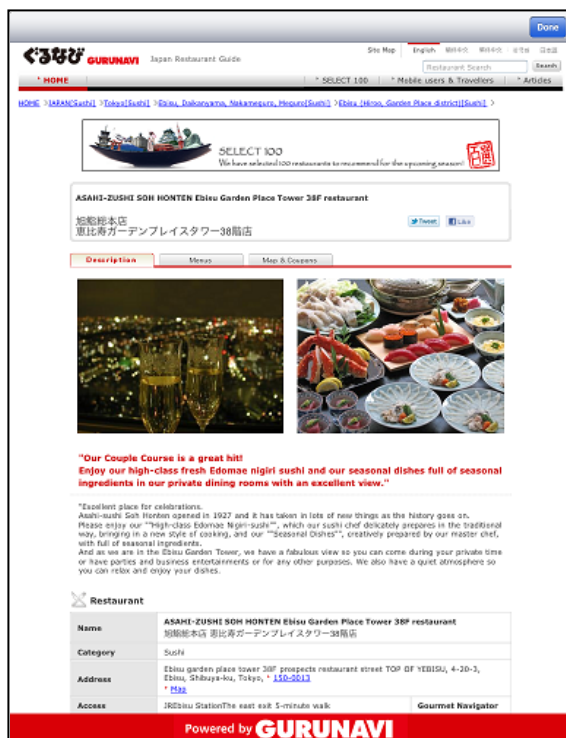
Tokyo, Japan (August 25th, 2011) – ZENRIN DataCom Co., Ltd. (Minato-ku, Tokyo; President: Tatsuhiko Shimizu) today announced the release of the latest version of its “itsmo NAVI JAPAN MAP” application for the iPhone, iPad and iPod Touch. Retailing at 1000 yen (tax inclusive), this latest release of the app features Gurunavi, Inc.’s “Gurunavi multi-language version” allowing JAPAN MAP users to search for restaurants in English directly from the app.

“itsmo NAVI JAPAN MAP” boasts map coverage of all of Japan and was designed specifically to fill the need for romanized maps for individuals visiting or interested in Japan. ZENRIN DataCom is also currently offering this one-of-a-kind app “itsmo NAVI JAPAN MAP” for free for a limited time. This offer is scheduled to end on October 31st, 2011.

Features of “itsmo NAVI JAPAN MAP”

- Detailed and easy-to-understand maps
 Tourism related icons such as temples and shrines were designed to be quickly and easily understood at a glance. Furthermore, as the maps are stored and downloaded directly from a map server, users always have access to the most up-to-date maps available.
- Comprehensive facilities search capability
 Users can search from more than 400,000 facilities throughout Japan with options for searching their current area or a designated area anywhere in Japan. Genres available to be searched include but are not limited to: transportation, leisure, accommodations, businesses, hospitals, government offices, banks, post offices, cultural facilities, restaurants, and schools.

Screen images for “itsmo NAVI JAPAN MAP”



How To Purchase

iTunes® ⇒ iTunes Store ⇒ App Store ⇒ Travel ⇒ “itsmo NAVI JAPAN MAP”
<http://itunes.apple.com/us/app/japan-map-itsumo-navi/id306683384?mt=8>

Notes on Data Usage

When utilizing “itsmo NAVI JAPAN MAP” a 3G connection or WiFi connection is required.

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For General Inquiries

Please see the inquiry page below.
<http://www.zenrin-datacom.net/contact/index.html>

Corporate Outline

Company Name: ZENRIN DataCom Co., Ltd. (<http://www.zenrin-datacom.net/>)

Headquarters: Nippon Television Tower 21F, 1-6-1 Higashishinbashi, Minato-ku, Tokyo

President: Tatsuhiko Shimizu

Established: April 13th, 2000

Capital: 1,783,060,000 yen (as of April 1st, 2011)

Business Areas:

- Mobile Handset Business: Provides map search and navigation services to leading Japanese mobile carriers and Android and iOS devices.
- Network Navigation Business: Provides commercial map-based information services and added value services in addition to providing maps, content and other services to leading portal sites.
- Map Solutions Business: Provides maps via ASP to PC and mobile as well as custom development solutions.

Employees: 154 (as of April 1st, 2011)