
New Service Release Information

[Press Participant]

January 25th, 2013

ZENRIN DataCom Co., LTD

“It’s NAV” GPS Navigation Application Software Released in India

~ Service offered from January 2013 by ZeroSum Wireless Solutions India Pvt., Ltd ~

ZENRIN DataCom Co., LTD (Head Office: Minato-Ku, Tokyo. Director: Tatsuhiko SHIMIZU), a leader in mobile GPS navigation, today announced the release of a navigation application for Android smartphones and tablets called It's NAV India. The app will be available in January 2013 through the 'Google Play' app store.

The software leverages the same technology utilized in ZENRIN DataCom's well-known navigation application in Japan. The sales and distribution of It's NAV in India will be handled by Zero-Sum Wireless Solutions India Pvt. Ltd.

In regards to the launch of its latest application Mr. Shimizu said, "The launch of IT'S NAV in India, in partnership with ZERO-SUM WIRELESS SOLUTIONS INDIA, marks not only the debut of our IT'S NAV brand outside Japan but is also a very important milestone in ZENRIN DataCom's foray into the global market. Through this product and others to be launched in the near future, I feel confident that ZENRIN DataCom will continue to provide high-quality navigation and information services that empower people to live more active and fulfilling lives."

■Main Functionality of It's NAV

- Internet-based navigation system (utilizes very little device memory)
- Always have access to the latest maps (updated periodically)
- Easy-to-read maps

The app utilizes map data from CE Info Systems Ltd. (MapMyIndia) with coverage in every state in India.

- Real car navigation system

The easy-to-understand voice guidance system and route planning functionality allow the app to function just like a regular in-car navigation system

- Extensive search capability

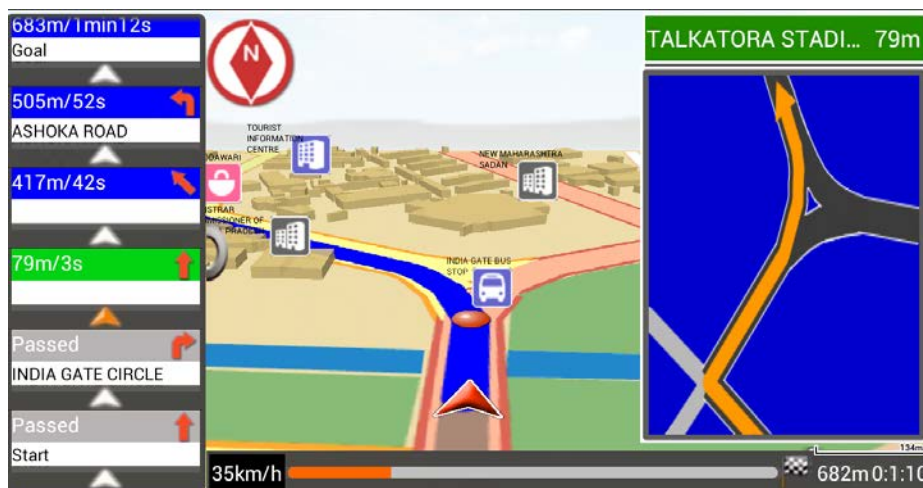
It's NAV provides multiple ways for users to search locations, including POI (Point Of Interests) search by name, search by address, search by category type, and search current area.

■Key Features of It's NAV.

- Navigation interface supports both English and Hindi.
- Route planning can show up to 6 different routes based on user preferences, such as shortest distance, fastest route, and so on.
- Searching addresses by house number is available in some areas.
- User-friendly voice guidance with support for road merges that help ensure driver safety while merging onto bigger roads or highway on or off ramps.
- Automatic zoom display when entering intersections to ensure that there are no missed turns.

■Supported Devices and Operating Systems

Smartphone Device	Android 2.3, 4
Tablet Device	Android 3, 4



■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, 2012)

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: 175 (as of April 1st, 2012)

■About Zero-Sum Wireless Solutions India Private Limited:

Founded in 2007, Zero-Sum Wireless Solutions India Private Limited is a leading mobile digital content service provider based out of India.

Leveraging the technological and development skills of Japan and India, Zero-Sum has partnered with leading telecom carriers and Device OEM manufacturers such as Tata DoCoMo, Vodafone, Nokia, LG, RIM and Intel to serve a wide base of customers through its products and services centered around Digital Comics, E-Books, Intelligent Transport Solutions, Location Based Solutions & more. Zero-Sum Wireless Solutions India Private Limited is based out of Bangalore, India and is a fully owned subsidiary of Zero-Sum, LTD. Japan. For more information please visit www.zero-sum.co.in

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