
For Immediate ReleaseAugust 8th, 2013
ZENRIN DataCom Co., LTD**Onboard 3D Navigation App “It’s NAV Southeast Asia” is now available!****~ Initial release in Southeast Asia begins with services in Indonesia ~**

ZENRIN DataCom Co., LTD (Head Office: Minato-ku, Tokyo. President: Tatsuhiko SHIMIZU), a leader in mobile GPS navigation, announced that it has just released its mobile GPS navigation service “It’s NAV Southeast Asia” today (Thurs, August 8th) in Indonesia. This marks the second release of “It’s NAV” into a new market this year, following the launch of “It’s NAV India” last January. While the initial release of “It’s NAV Southeast Asia” is limited to Indonesia, an update is already in the works to support countries throughout Southeast Asia and is scheduled for release in December 2013.

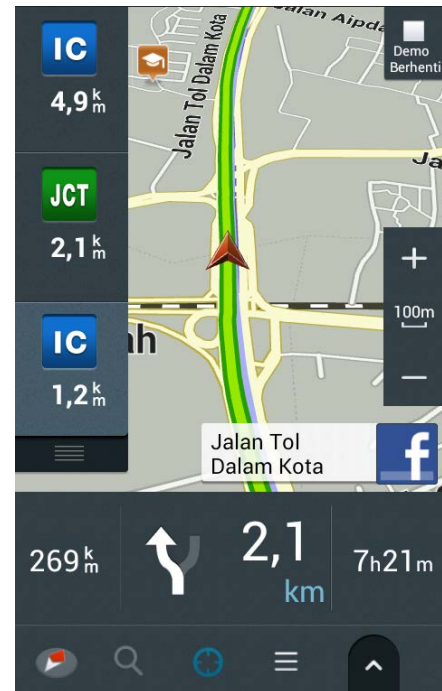
With It’s NAV Southeast Asia, users can download map data directly to their android device allowing them to utilize ZENRIN DataCom’s powerful high-performance navigation without the need of an internet connection. In addition, It’s NAV Southeast Asia boasts the trifecta of extremely smooth map operation, 3D displays for buildings and an intuitive navigation interface.

It’s NAV Southeast Asia is available on Google Play now for US\$ 30.99 (approximately 3,100 yen).

■ Main Features of “It’s NAV”

- **High-performance navigation made possible without constant Internet access**
Maps are downloaded and saved onto a device; there is no need for a constant internet connection.
- **Free map updates for life**
Map data can be updated for free after the initial purchase as long as the app is installed.
- **3D Building Display**
Major buildings are displayed in 3D and smooth map operation is employed making navigation easy to follow.
- **Multi-language Display and Voice Guidance**
Users can switch between English and Indonesia Display and Voice Guidance or use a combination of the two (e.g. English Display, Indonesia Voice Guidance).
- **Social Connectivity**
Users can easily comment and share their destination or current location to Facebook.
- **Supported OS**
Android 2.3.3 or above

■ Screenshots



■ Corporate Profile

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, 2013)
Business Areas:

- **Mobile Service Business**
Development of maps and navigation services for mobile phones and smartphones.
- **Internet Navigation Business**
Development of network map services and free map route search site.
- **Map Solution Business**
Provides development solutions and map ASP for PC and mobile.

Employees: 223 (As of April 1st, 2013)