



iGO My Way® and CarteBlanche® launch a campaign against the distribution of “pirated” copies of their navigation solutions in Ukraine

Kyiv, October 13th 2010 – Nav N Go Kft., the developer of popular Nav N Go iGO 8, iGO primo and iGO amigo navigation software, authorized its official distributor and manufacturer of the map of Ukraine, Carte Blanche Ukraine Ltd. to protect Nav N Go copyright on this software in Ukraine.

For this purpose Carte Blanche Ukraine Ltd. appoints Pavlo Mykolyuk, a lawyer specialized in the field of intellectual property and the Director of Vindex company, as its Outside Counsel.

“I regard methodical support and proactive education of the police officers in the field of IPR offence recording as my top priorities. In the nearest future sample purchases of the navigation devices with stolen software will be inevitable. Internet portals distributing such software versions will be taken into account as well”, – Pavlo Mykolyuk says.

Iryna Iekymova, the General Director of Carte Blanche Ukraine Ltd., emphasizes: “Our company manufactures its own electronic maps of Ukraine and is the map material supplier for Nav N Go company. The map of Ukraine developed by our company is distributed under CarteBlanche registered trademark.

Licensed iGO-based software in Ukraine is provided with technical support from our qualified staff, as well as with free map updates through the software manufacturer’s official website. We offer solutions for most types of navigation devices, such as PDAs and pocket PCs under Windows Mobile, a number of personal navigation devices and in-car multimedia systems under Windows CE.NET.

In fact, the market legalization campaign started much earlier. At the first stage it was aimed at increasing the market awareness of the software features and customer loyalty to our products. To achieve these aims we closely cooperate with mass media and regularly participate in specialized exhibitions. What is more, during the last three years the cost of the software was substantially reduced, the detailed coverage of Ukraine was increased from 12 to 248 settlements, 12 free updates were provided to the users.

However, as the navigation market is comparatively new, a large number of sellers dealing with navigation devices make use of the low customer awareness of the legal product advantages and distribute stolen software versions, depriving the users of map updates, warranty on the software and technical support and leaving the developers without a financial base for further map improvement and enhancement.

Therefore, Carte Blanche Ukraine Ltd. as the map developer and Nav N Go Kft. as the software developer are forced to make the next step and start fighting with illegal distribution of our products.

For the users who have unwillingly purchased illegal iGO versions we continue our loyalty program. From 21 October such users will be able to purchase the legal software for a special price in exchange of the pirated one they have”.

ADDITIONAL INFORMATION:

Nav N Go®

Nav N Go Kft. is one of the leading navigation solution providers for automotive and personal navigation. Nav N Go offers 3D navigation applications to device manufacturers, auto makers and OEM brands that are custom built according to each customer's needs. The core technology is based on the award-winning iGO My way software engine.

The company has formed partnerships with more than 70 hardware manufacturers worldwide, and its navigation software is used in more than 70 countries and in 45 different languages.

To find out more about Nav N Go please visit www.navngo.com

CarteBlanche®

Carte Blanche Ukraine Ltd. is a developer of an electronic map of Ukraine and the supplier of map solutions for GPS navigation in Ukraine to world and European leaders in navigation software development and automotive navigation hardware manufacturing, such as Garmin, Mio, Nav N Go, Mireo.

Carte Blanche Ukraine Ltd. is the only official distributor of iGO navigation software in Ukraine. Due to cooperation with Nav N Go company, CarteBlanche® map of Ukraine is included in "All Europe" and "Eastern Europe" map packages. Therefore, door-to-door navigation without boundaries, from Luhans'k to L'viv and Lisbon, from Sevastopol' to Chernihiv and Tallinn is already available to our users.

To find out more about Carte Blanche Ukraine please visit www.gpsmap.com.ua

VINDEX®

Since August 2009 the Director of Vindex company Pavlo Mykolyuk is an Outside Counsel of Adobe Systems Inc., the developer of Photoshop®, Acrobat®, Flash® and other software, and since June 2010 he is an Outside Counsel of Graphisoft R&D, the developer of software solutions for architects and builders, in particular ArchiCAD and EcoDesigner. The focus of Vindex activity is providing legal services in the field of intellectual property rights protection in Ukraine.

To find out more about Vindex please visit www.vindex.com.ua