

Telcontar Announces Microsoft Windows CE for Automotive 3.5 Features Company's Core Library and Tools

Submitted by: PR Artistry Limited

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Data Library and Patented Organization Tools are Crucial to Providing Customers with Compelling Location-Based Services

Telcontar, the provider of the premier software platform for location-based services, today announced Microsoft Windows(tm) CE for Automotive 3.5 has shipped with Telcontar's core library of map data and patented data organization tools. Telcontar's software allows for the fast map rendering and city and address lookup features available in Windows CE for Automotive 3.5, a software platform that enables customizable telematics products and services for the automotive industry. Windows CE for Automotive 3.5's open architecture allows developers to select the hardware platform, user interface and overall graphical personality that best meet their needs.

"At Microsoft, we continually strive to provide the automotive industry with the ideal platform for building safe, reliable and cost-effective in-car computing solutions," said Gonzalo Bustillos, director of business development and marketing for the Automotive Business Unit at Microsoft. "Telcontar's core library is a compelling value add to our customers."

Telcontar's core library allows application developers to access base map data using Telcontar's patented Geo/Spatial Search Keys technology. This enables the optimal organization of geospatial data by location, priority and category. The core library also supports map rendering and city and street address lookup. As a result, application developers such as Microsoft can create compelling location-based applications for desktops, embedded systems, and the Pocket PC.

"By incorporating Telcontar's core library into the new version of Windows CE for Automotive, Microsoft has ensured that its customers will receive the highest quality data available and can offer their own customers such services as driving directions, real-time traffic information, and maps," said Eric Carlson, president and CEO of Telcontar.

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Notes to Editors

About Windows CE for Automotive

The Automotive Business Unit at Microsoft has invested half a decade to provide the automotive industry with great software that delivers information, entertainment, communication and services in vehicles. The

company works very closely with automakers, automotive electronics manufacturers and consumers to develop its telematics software platform. Microsoft Windows CE for Automotive is a platform built on Windows CE, a robust, real-time embedded operating system, which enables new categories of in-car computers designed to safely provide drivers and passengers with hands-free communication, access to personalized information on the Internet, and an array of convenience and entertainment applications. Windows CE for Automotive is an open platform that allows developers to quickly create powerful in-car computing solutions. It offers flexibility and choice of computing platforms, hardware peripherals and software components, as well as a large community of experienced developers for Windows CE.

About Telcontar

Telcontar is the provider of the premier software platform for location-based services. Telcontar's clients use its Drill Down Server(tm) to offer their own customers such services as driving directions, real-time traffic information, and maps. Telcontar's services are also used by vehicular or personal emergency response call centres as well as for fleet tracking and dispatch. The company specialises in integrating digital maps with traditional database content drawn from multiple sources.

In March 2001, Telcontar secured .5m of second round funding from a consortium of companies led by Ford Motor Company.

Telcontar is privately held and headquartered in San Jose, California with field offices in Los Angeles, Dallas and the United Kingdom.

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