



Tele Atlas

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The living reference in digital mapping

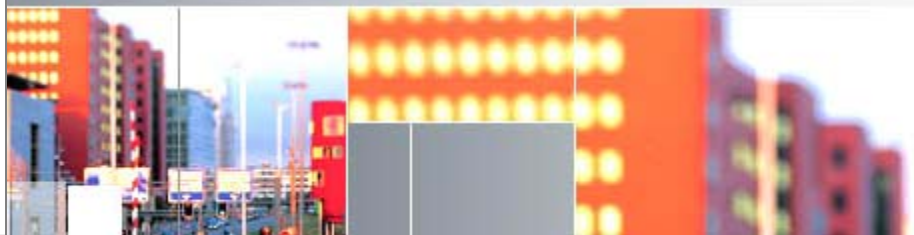
2005 ESRI User Conference

San Diego, CA



Tele Atlas Corporate History

- Founded in 1984 in the Netherlands
- Acquired automotive navigation industry pioneer ETAK in 2000
- Initial public offering (IPO) in 2000
- Acquired North American GIS leader Geographic Data Technology (GDT) in mid-2004



Extensive Portfolio

Customers and Partners in All Mapping Markets



Enterprise and Public Sector Geographic Information Systems (GIS)

- Business Decision Support
- Fleet Management and Logistics
- Field Workforce Management
- Public Infrastructure Management
- Public Safety
- Homeland Security

Automotive Navigation/ In-Car Systems

- Original Equipment
- Aftermarket
- Navigation CDs/DVDs

Consumer Applications and Location-Based Services (LBS)

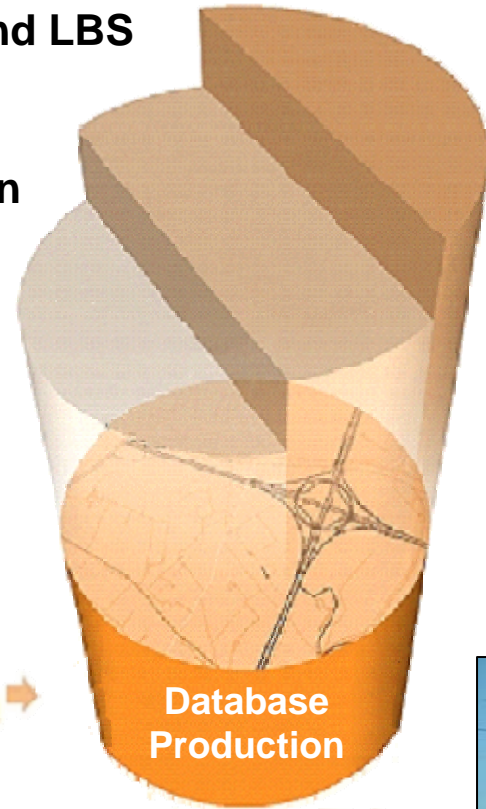
- Internet Mapping/Portals
- Personal Navigation (PNAV)
- Consumer Wireless/LBS
- PC Software Packages

Building and Maintaining the Database

Turn-by-turn features for Route Guidance and LBS

Advanced attributes for Route Calculation

Basic attributes for GIS applications



Field Surveys



Data Partners



Aerial Photos



Paper Maps

The Tele Atlas Change
Detection Network™
50,000+ Global
Data Sources

The Best Global System for Detecting and Managing Change

- An optimum combination of automated and manually-assisted processes - “Compile and Drive”
 - 50,000+ sources of data for faster change detection
 - Field survey personnel
 - Mobile mapping vehicles



Global Initiatives

Moving Forward with Tele Atlas

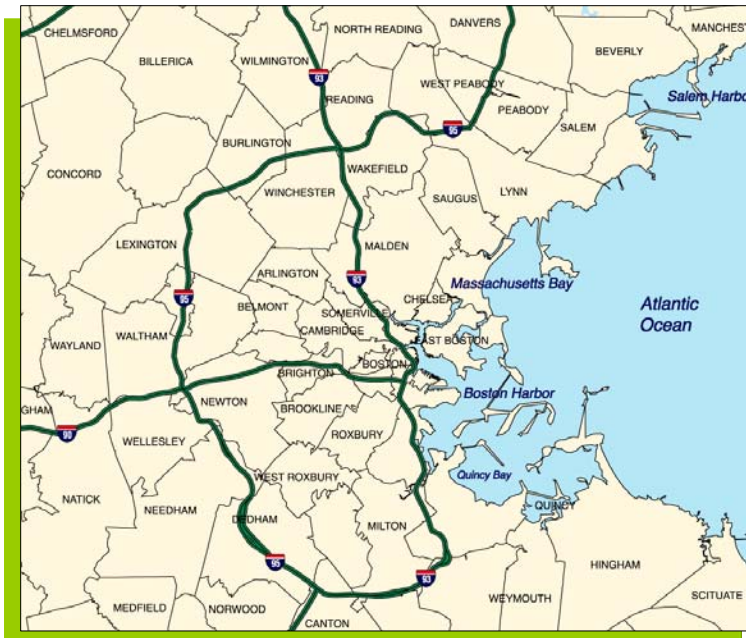
- Ongoing expansion of coverage into Eastern Europe, Latin America, selected Asian markets
- North American database integration
- Expansion of partners in new markets, distribution channels and applications

Joint ESRI / Tele Atlas Products

- Data and Maps CD
- ArcLogistics Route
- ArcWeb Services
- Business Analyst
- BusinessMap
- MapStudio
- RouteMap IMS
- Route Server Data Pack
- Streetmap for ArcPad



Tele Atlas' Telecom Data Products

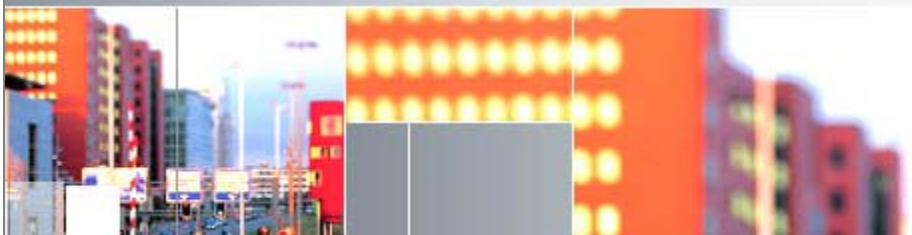


- Rate Centers
- Wire Center Premium
- Wire Center Basic
- ILEC Boundaries
- LATA Boundaries
- NPA Boundaries
- Points of Presence
- Municipal Boundaries

Wire Centers for Boston

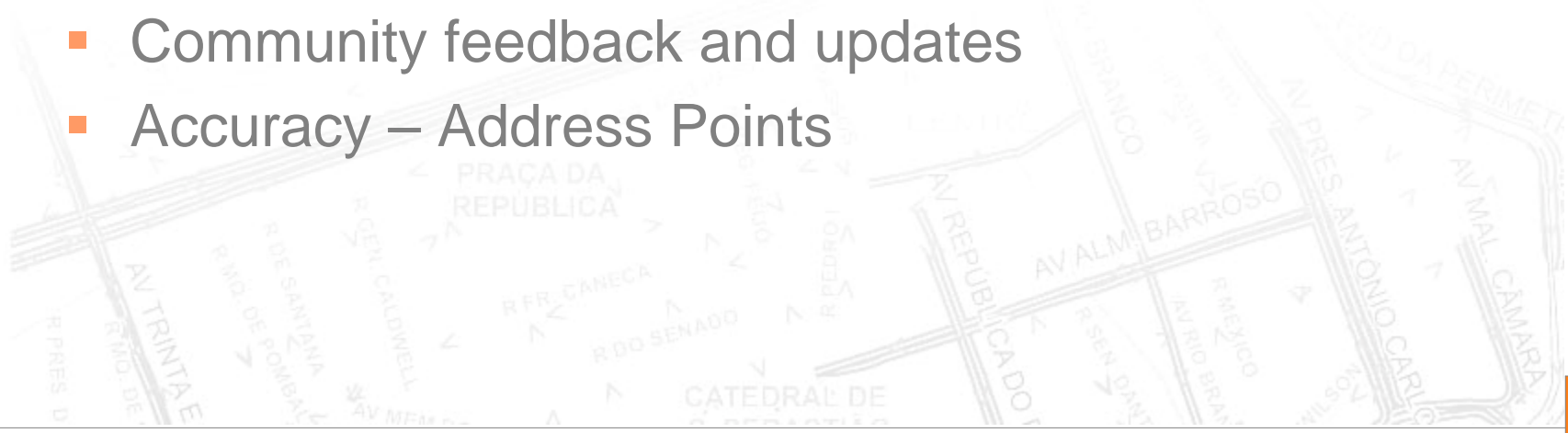
Next-Generation Technology

- Open standards and mechanisms for 3rd party data (POIs, dynamic content)
- Standard products and pre-compilation to cut cycle times and speed time-to-market
- Expanded incremental update process
- Enhanced community feedback and updating



The Next Evolution for Spatial Data

- Coverage growth and expansion
- Ease-of-use, display and manipulation for mass-market consumer solutions
- “Non-map” content – Points of Interest (POIs), dynamic content
- Quick updates and short time-to-market
- Community feedback and updates
- Accuracy – Address Points



Address Points



Address Points



- Layers**
- Right Side Address
 - Left Side Address
 - Dutchess Streets
 - Residence
 - Poughkeepsie NE Ortho



Display Source

Summary

- Global Leader
- Dominant in Telecom & LBS space
- Continuous improvement with focus on next evolution of accuracy such as Point Addresses