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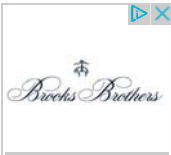
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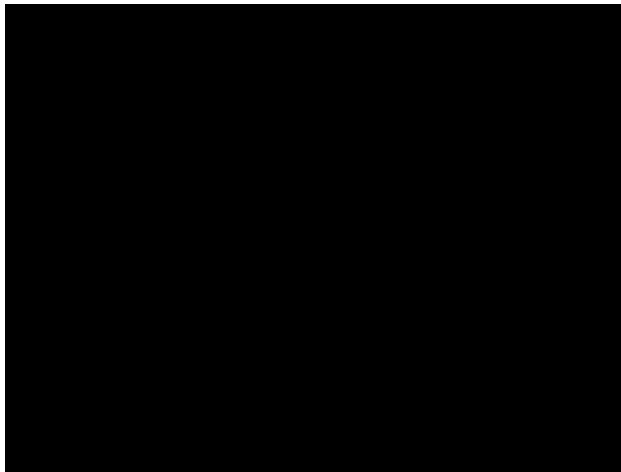
3DVU signed up with Orange UK for off-board nav solution

3DVU, an Israel-based company specializing in navigation software with realistic aerial imagery and terrain elevation has started to commercialize its first products this week. Isaac Levanon, its CEO has been working on this solution since year 2000, previously with supplier to the automotive industry. However its solution did not come yet to market in cars because of the very long decision process that characterizes the automotive industry. Therefore, Mr Levanon packaged its technology for the wireless industry and hopefully signed several deals he announced this week. The most important is with wireless operator Orange UK (17 million mobile customers) that will provide the off-board navigation solution Navi2GO on its online shop for a four month introductory subscription of £15.



Navi2GO is also available in the U.S. and the UK through online e-tailors and on device stores powered by Handmark, Motricity and MobiHand at prices around \$9.99 per month.

To learn more about 3DVU, watch our interview with Isaac Levanon at the Mobile World Congress in Barcelona, last February.



Friday, April 11th 2008
Ludovic Privat



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