[vc]cafe (http://www.vccafe.com/)

NAVI2GO: THE ULTIMATE KILLER NAVIGATION APPLICATION?

NOVEMBER 12, 2008 (HTTP://WWW.VCCAFE.COM/2008/11/12/NAVI2GO-THE-ULTIMATE-KILLER-NAVIGATION-APPLICATION/)   /   EZE VIDRA (HTTP://WWW.VCCAFE.COM/AUTHOR/EDIGGS/)

(http://i0.wp.com/www.vccafe.com/wp-content/uploads/2008/11/n96_n2g-image.jpg)As the phone converges into a GPS (http://en.wikipedia.org/wiki/Global_Positioning_System) device, people are putting away their TomTom (http://www.tomtom.com/) devices and simply installing a navigation app on their 3G phone (http://en.wikipedia.org/wiki/3G).

The level of detail on these apps varies, but Israeli startup 3DVU (http://www.3dvu.com/) claims to have the killer navigation app. The new version of Navi2Go will supply both 3D aerial photography and 3D lined maps for the same price of standard map navigation. The company has recently announced (http://www.geoconnexion.com/geo_news_article/3DVU-Enhancing-Over-80-Million-Nokia-Phones/4319) the release of multi-language Navi2Go for Symbian (http://www.symbian.com) S60 (http://en.wikipedia.org/wiki/S60_platform) 3rd Edition Smartphones – effectively reaching 80 million Nokia (http://nokia.com) phones as well as Blackberries and Window's CE phones. According to the company's marketing manager, the iPhone (http://www.apple.com/iphone) version is coming up next month.

(http://i1.wp.com/www.vccafe.com/wp-content/uploads/2008/11/3dvu.gif)While there are many FREE navigation apps (http://mashable.com/2008/11/09/iphone-apps-location/) popping up on the Android Phone and the iPhone, 3DVU's Navi2Go is the only offboard 3D image navigation solution. Developers – there is also an API (http://en.wikipedia.org/wiki/Application_programming_interface) for Navi2Go that you can use.

According to 3DVU's CEO Isaac Levanon:
"Where all others are offering navigation with 80's like graphics, Navi2Go is game changing, presenting the real world virtually to the mobile handset at the same price"

I asked the company to answer a couple of questions:

(http://i2.wp.com/www.vccafe.com/wp-content/uploads/2008/11/n96_n2g-carto.jpg)
1) What are your most successful markets? why do you think that is?
Our most successful markets currently are USA and then Germany and UK. USA was launched first in April 2008. The feedback we are getting from consumers in the USA is that they are choosing Navi2Go "cause it's better than the other stuff" (quote from customer) and are willing to venture to try something new. Same is true for German and UK consumers. It is important to note that we are releasing Navi2Go France in November and expect substantial results.

SEARCH:

Search ...   SEARCH

SUBSCRIBE TO VC CAFE VIA EMAIL

Get VC Cafe to your Inbox:

SUBSCRIBE

POPULAR   LATEST   TAGS

NICKELS AND DIMES IN ISRAELI VENTURE CAPITAL (HTTP://WWW.VCCAFE.COM/2009/03/01/BITESIZE-MONDAY-NICLES-AND-DIMES-ISRAEL/)
(http://www.vccafe.com/2009/03/01/bitesize-monday-nicles-...)
18 COMMENTS

HOTWIRING YOUR SEARCH ENGINE (HTTP://WWW.VCCAFE.COM/2005/12/16/HOTWIRING-YOUR-SEARCH-ENGINE/)
(http://www.vccafe.com/2005/12/16/hotwiring-your-...)
10 COMMENTS

THE ULTIMATE STARTUP INTELLIGENCE TOOLS LIST 2013 (HTTP://WWW.VCCAFE.COM/2013/03/07/THE-ULTIMATE-STARTUP-INTELLIGENCE-TOOLS-LIST-2013/)
(http://www.vccafe.com/2013/03/07/the-ultimate-startup-intelligence-tools-list...)
10 COMMENTS

EYESIGHT WILL NOT BE THE WII FOR MOBILE GAMES (HTTP://WWW.VCCAFE.COM/2009/04/17/EYESIGHT-WILL-NOT-BE-THE-WII-FOR-MOBILE-GAMES/)
9 COMMENTS

10 TOOLS FOR UNDERSTANDING AND DISSECTING AN INDUSTRY (HTTP://WWW.VCCAFE.COM/2014/08/11/10-TOOLS-FOR-UNDERSTANDING-AND-DISSECTING-AN-INDUSTRY/)
(http://www.vccafe.com/2014/08/11/10-tools-for-understanding-...)
9 COMMENTS

STARTUP EQUITY CROWDFUNDING GROWS IN EUROPE (NESTA REPORT) (HTTP://WWW.VCCAFE.COM/2012/07/04/STARTUP-...
industry/)

2) Can you tell the readers of VC Cafe a little about your distribution? what has worked best so far?

Distribution is done via content providers and/or Mobile Operator's application shops that required Navi2Go go through rigorous testing (including NSTL (http://en.wikipedia.org/wiki/National_Software_Testing_Laboratories) testing for Windows Mobile (http://microsoft.com/windowsmobile/) certification which Navi2Go has). We offer our product with the most popular and trusted Content Providers and Mobile Operators, giving us vast coverage of potential users.

3) What else is coming down the pipeline?

3DVU is developing on its LBS Social Networking and Flight Simulator so lots of good stuff to come.

***

VC Cafe's take: If they could only make it free by combining it with an in-GPS monetization platform – it would really be the killer navigation app.

About	Latest Posts

Eze Vidra (Http://Www.vccafe.com)
Startup investor and advisor at Techbikers (http://www.techbikers.com)

(http://www.vccafe.com)

Follow me

Eze is startup investor and advisor. Until recently he was a General Partner at Google Ventures Europe. Before joining GV, Eze started Campus London, Google's first physical hub for startups, and led Google for Entrepreneurs in Europe. He's an experienced product manager and startup mentor. In 2012 Eze founded Techbikers, a non-for profit supporting children education in developing countries.

Share this:

(http://www.vccafe.com/2008/11/12/navi2go-the-ultimate-killer-navigation-application/#print) < More

Related

EyeSight Will Not Be The Wii For Mobile Games (http://www.vccafe.com/2009/04/17/eyesight-will-not-be-the-wii-for-mobile-games/)
April 17, 2009
In "gaming"

GSMA 2009 Wrap-Up: Winners and Losers (http://www.vccafe.com/2009/02/23/world-mobile-congress-2009-wrap-up/)
February 23, 2009
In "Dasur"

Meet BreadCrumbz, An Israeli Finalist of The Adroid Developer Challenge (http://www.vccafe.com/2008/07/08/meet-breadcrumbz-an-israeli-finalist-of-the-adroid-developer-challenge/)
July 8, 2008
In "breadcrumbz"

3DVU (HTTP://WWW.VCCAFE.COM/TOPICS/3DVU/), NAVI2GO (HTTP://WWW.VCCAFE.COM/TOPICS/NAVI2GO/) APPLICATION PROGRAMMING INTERFACE (HTTP://WWW.VCCAFE.COM/VCCAFE/APPLICATION-PROGRAMMING-INTERFACE/), GLOBAL POSITIONING SYSTEM (HTTP://WWW.VCCAFE.COM/VCCAFE/GLOBAL-POSITIONING-SYSTEM/), GPS (HTTP://WWW.VCCAFE.COM/VCCAFE/GPS/), IPHONE

(http://www.vccafe.com/2012/09/27/startup-equity-crowdfunding-grows-nesta-report/)
EQUITY CROWDFUNDING GROWS IN EUROPE-NESTA-REPORT/)
8 COMMENTS

INTRODUCTION TO GROWTH HACKING FOR STARTUPS (HTTP://WWW.VCCAFE.COM/2012/09/05/INTRODUCTION-TO-GROWTH-HACKING-FOR-STARTUPS/)
(http://www.vccafe.com/2012/09/05/introduction-to-growth-hacking-for-startups/)
8 COMMENTS

M&A IN ISRAEL - WERE THEY RIGHT? (HTTP://WWW.VCCAFE.COM/2006/08/11/MA-IN-ISRAEL-WERE-THEY-RIGHT/)
(http://www.vccafe.com/2006/08/11/ma-in-israel-were-they-right/)
7 COMMENTS

YAHOO! OPENS R&D CENTER IN ISRAEL, INKS DEAL WITH WALLA! (HTTP://WWW.VCCAFE.COM/2008/01/17/YAHOO-OPENS-RD-CENTER-IN-ISRAEL-INKS-DEAL-WITH-WALLA/)
(http://www.vccafe.com/2008/01/17/yahoo-opens-rd-center-in-israel-inks-deal-with-walla/)
7 COMMENTS

46 ISRAELI COMPANIES EXHIBIT AT THE 2009 GSMA WORLD MOBILE CONGRESS IN BARCELONA (HTTP://WWW.VCCAFE.COM/2009/02/11/40-ISRAELI-COMPANIES-EXHIBIT-AT-THE-GSMA-BARCELONA-2009/)
(http://www.vccafe.com/2009/02/11/40-israeli-companies-exhibit-at-the-gsma-barcelona-2009/)
7 COMMENTS

(HTTP://WWW.VCCAFE.COM/VCCAFE/IPHONE/), NOKIA (HTTP://WWW.VCCAFE.COM/VCCAFE/NOKIA/), S60 PLATFORM
(HTTP://WWW.VCCAFE.COM/VCCAFE/S60-PLATFORM/), SYMBIAN (HTTP://WWW.VCCAFE.COM/VCCAFE/SYMBIAN/), WINDOWS MOBILE
(HTTP://WWW.VCCAFE.COM/VCCAFE/WINDOWS-MOBILE/)

FOLLOW VC CAFE

(https://twitter.com/ediggs)   (https://www.facebook.com/pages/VC-Cafe/112737175439921)

(https://www.linkedin.com/groups/Venture-Capital-Cafe-6200-Members-41522/about)

(https://plus.google.com/u/0/b/113957959568397513757/113957959568397513757/about)