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## **NNG Global Services Selects Cellint for High Resolution Traffic Service**

Hannover, Germany – March 2<sup>nd</sup>, 2009

Cellint Traffic Solutions ([www.cellint.com](http://www.cellint.com)), the leading provider of real-time traffic information on the roads, announced today that it has been selected by NNG Global Services ([www.i-go.com](http://www.i-go.com)) for a multi-year strategic partnership, to deliver high resolution traffic service which will be offered through iGO My way navigation applications. Cellint's TrafficSense provides the traffic data based on analyzing anonymous signals from cellular phones in vehicles. The companies are expected to launch the first countrywide service within one month.

*"Our partnership with Cellint merges iGO My way market leading applications for navigation with Cellint's cutting-edge cellular-based technology and unique ability to deliver up-to-the-minute road traffic data which is much more accurate and comprehensive than any other solution on the market,"* said Jacob Halperin, Chairman of NNG Global Services. *"We have been searching for a technology that we can simply trust in the delivery of accurate speeds and slowdown detection in real-time, to complement our strategy of providing the best content to our customers through our innovative applications which will be based on our own 3D maps".*

Cellint's CEO, Ofer Avni, said, *"We are excited to partner with NNG Global Services and deliver our high resolution traffic information through iGO My way superior solutions for navigation. Our combined technologies and data sources will enable us to provide the most complete, accurate and timely traffic information to commuters, which will save them precious time and gasoline. Unlike other traffic solutions that mostly rely on historical patterns, with this comprehensive service, drivers will finally be able to avoid congestions and find the real fastest route at any given moment."*

### **About Cellint Traffic Solutions**

Cellint is a global provider of cellular-based detection solutions. Based on its proprietary and non-disruptive technology, Cellint's TrafficSense system delivers highly accurate travel times, traffic speeds and slowdown alerts in real-time through the analysis of anonymous signals of cell phones in vehicles. Cellint's patented technology represents a breakthrough in delivering real-time traffic information and it's the only cellular-based

system worldwide proven under independent DOT-sponsored evaluations, to provide such accurate traffic data (all reports are available upon request). This is a result of Cellint's fundamentally different technological approach compared to all other vendors which doesn't rely on triangulation calculations nor on statistical estimations or any cell-towers' location (which don't have sufficient accuracy). Instead, Cellint creates references database by driving the roads and creating cellular signaling maps from ground truth drives. This provides orders of magnitude better location information, especially in urban areas, resulting in super accurate traffic information.

Cellint's systems are deployed with great success over thousands of kilometers in the US, Europe and Israel.

For more information about Cellint Traffic Solutions and TrafficSense, please visit the company's website: [www.cellint.com](http://www.cellint.com). Cellint will be a co-exhibitor of NNG Global Services at booth G14, Hall 14 at CeBIT 2009.

### **About NNG Global Services**

NNG Global Services is part of a dynamic, innovative software development group of companies that offers the latest solutions for 3D satellite navigation, mobile applications, content and community services and solutions for the Personal Navigation, Wireless Navigation and Automotive OEM industries on a wide range of platforms. The group also develops its own mobile games and digital maps. It launched its first product in Germany at CeBIT 2006. Since then, it has formed partnerships with more than 70 hardware manufacturers worldwide, with 25 consumer brands including Clarion Europe GmbH, LG Electronics and Sony Computer Entertainment Europe. The group provides reliable navigation solutions in more than 70 countries and in 45 different languages.

To find out more about NNG Global Services please visit [www.i-go.com](http://www.i-go.com) and visit the NNG Global Services booth in Hall 14, booth G14 at CeBIT 2009.

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