



## TeleNav Frequently Asked Questions (FAQ)

Reporters or industry analysts who would like more information may contact:

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### Corporate:

**Q: Where is TeleNav based?**

A: TeleNav is headquartered in Sunnyvale, in the Bay Area of Northern California.

**Q: When was TeleNav founded?**

A: TeleNav was founded in 1999.

**Q: Is TeleNav a private or public company?**

A: TeleNav is a privately-held company.

**Q: Who are TeleNav's investors and how much money has the company raised?**

A: To date, TeleNav has raised \$52M in private funding. TeleNav investors include Menlo Ventures, Lehman Brother Ventures, iGlobe partners and Sycamore Ventures.

**Q: How many products does TeleNav have?**

A: TeleNav currently develops and supports two products – TeleNav GPS Navigator™ and TeleNav Track™.

**Q: How many customers does TeleNav have and what is your revenue?**

A: As a privately-held company, we do not share this information publicly.

### TeleNav GPS Navigator™:

**Q: What is TeleNav GPS Navigator?**

A: TeleNav GPS Navigator delivers voice and onscreen turn-by-turn driving directions, all directly on mobile phones, smartphones and other mobile devices. Similar to an in-car navigation system or personal navigation device, TeleNav GPS Navigator delivers full-color moving maps along with voice and onscreen directions. However, unlike in-car navigation systems and personal navigation devices, TeleNav GPS Navigator runs directly on mobile devices, is available for an affordable monthly price, and can be used in any vehicle, at any time.

**Q: When did TeleNav launch TeleNav GPS Navigator?**

A: TeleNav launched TeleNav GPS Navigator in January 2003 – it was the first mobile-phone based GPS navigation system in the United States (U.S.).

**Q: Which wireless carriers support TeleNav GPS Navigator?**

A: TeleNav has launched its TeleNav GPS Navigator service with several U.S. and international wireless carriers. In the U.S., those include Sprint Nextel, AT&T, T-Mobile, Alltel, Qwest, SouthernLINC Wireless and Boost Mobile. Internationally, TeleNav carrier partners include Rogers (Canada), China Mobile and Vivo Brazil. TeleNav is also now available in 15 countries in Europe.

**Q: Will TeleNav launch with other carriers?**

A: Yes, both in the U.S. and internationally.

**Q: How does TeleNav GPS Navigator work?**

A: To get directions, a customer needs to simply input address information for the destination or search for this using the Biz Finder feature (includes Fuel Finder).

TeleNav GPS Navigator provides three easy methods for address entry:

- a customer can preplan trips on “My TeleNav” via [www.telenav.com](http://www.telenav.com) (each account is password protected),
- type in destinations directly into their phone using the phone’s keypad,
- or call in the destination address using TeleNav’s unique voice recognition address input system.

If they choose, customers can also save location information in a folder called “My Favorites” which will allow for 1-click access use later.

Once a customer chooses an address, TeleNav GPS Navigator will provide him/her turn-by-turn directions, both onscreen and by voice (audible). If the user makes a wrong turn, TeleNav GPS Navigator will automatically reroute them – creating a truly stress-free driving experience!

**Q: How is this different than in-car navigation systems or personal navigation devices?**

A: There are many differences between the solution that TeleNav provides and what someone will experience using an in-car navigation system or personal navigation device. The most important differences are:

- Portability – TeleNav GPS Navigator customers can use navigation on their mobile devices in any car or even while walking! Most people bring their cell phones with them everywhere, so there is no worry about remembering to bring a new device with you when you hit the road. Additionally, many other solutions restrict use to one car or are more bulky and difficult to transfer between cars.
- Content – TeleNav GPS Navigator provides automatic and ongoing updates to relevant content and mapping – all at no additional charge to the customer. Content includes information and direction to more than 10 million business listings, business (e.g. restaurant) reviews, traffic alerts and one-click rerouting, cheapest gas prices and Wi-Fi hotspots.
- Price – With TeleNav GPS Navigator, the only device you need is your wireless phone. There is no need to pay \$300 - \$2,000 for a bulky system that can only be used for navigation. TeleNav also offers TeleNav GPS Navigator at a low

monthly price and does not charge for mapping updates like many of the other solutions do.

**Q: How much does TeleNav GPS Navigator cost?**

A: The price and package options vary depending upon the wireless carrier. On average, ongoing subscription to the service ranges from \$5.99 per month for up to 10 trips or \$9.99 a month for unlimited trips (a carrier data plan is also required). Across wireless carriers, a TeleNav GPS Navigator subscription includes free, automatic and ongoing map updates.

**Q: How do customers buy TeleNav GPS Navigator?**

A: Wireless customers interested in activating TeleNav GPS Navigator on their wireless devices should visit [www.telenav.com](http://www.telenav.com), call TeleNav at 1-888-353-6284, or contact their carrier directly for more information.

**Q: How does GPS work on your phones?**

A: GPS stands for Global Positioning System, which is essentially a constellation of more than two dozen satellites that broadcast signals back to Earth, allowing the satellites to determine exact locations of GPS chips. Using either the built-in GPS chip or the Bluetooth GPS receiver (sold separately if the device does not have a built-in chip), software on the wireless devices then uses this GPS location to integrate with the mapping and other technology on the phone to provide real-time navigation.

**Q: Do customers have to have GPS on their mobile devices in order to use TeleNav GPS Navigator?**

A: Customers who are using devices which do not have a built-in GPS chip may be able to use TeleNav GPS Navigator by using a Bluetooth GPS receiver directly. This receiver synchs with the device using Bluetooth technology and will provide a GPS location as accurate as if the device had a built-in chip. In order to find out if TeleNav GPS Navigator is compatible with their wireless device, customers should visit [www.telenav.com](http://www.telenav.com).

**Q: How much does the Bluetooth GPS receiver cost?**

A: The Bluetooth GPS receiver is priced at a one-time cost of \$99.99.

**Q: Where do customers buy these receivers?**

A: Customers may purchase a Bluetooth GPS receiver directly from TeleNav by visiting [www.telenav.com](http://www.telenav.com). Alternatively, customers may contact their carrier to find out if they can purchase the receiver from their carrier.

**Q: Does the Bluetooth GPS receiver work as well as built-in GPS chips?**

A: Yes, outdoors, the receiver will provide accuracy equal to a built-in GPS chip.

**Q: Which phones have a GPS chip built-in and which don't?**

A: This varies dependent upon the wireless carrier but customers can find out if their phone has GPS by either referring to their device manual or calling their carrier directly. In order to find out if TeleNav GPS Navigator is compatible with their wireless device, customers should visit [www.telenav.com](http://www.telenav.com).

**Q: How accurate is the GPS chip or Bluetooth receiver?**

A: GPS accuracy can be 5m to 100m, depending on the immediate environment and how many satellites the GPS chip or Bluetooth receiver can track concurrently.

**Q: Will the Bluetooth receiver also allow the customer to use other GPS applications on the device?**

A: Any application that has been developed using Bluetooth GPS should work with the Bluetooth GPS receiver.

**Q: Does the phone or Bluetooth GPS need to be in a certain spot in the car in order to get a GPS signal?**

A: In order to receive GPS signals, your GPS phone or Bluetooth GPS should have an unobstructed view of the sky. The GPS signals are not affected by weather and will send and receive signals through clouds, plastic and glass (with the exception of metal-coated, wire-mesh, and bulletproof glass). Buildings, terrain, heavy foliage, and materials such as metal, concrete, and stone may block GPS signals. In an automobile, it is best to place your phone on or near the dashboard so that it can receive GPS signals through the glass windshield.

TeleNav offers phone holders which attach to a car's windshield. This will not only provide an unobstructed view of the sky but also place the phone in a position easily seen by the driver – allowing the driver the ability to easily glance between the road and the phone and creating a safer navigation and driving experience.

**Q: How many customers are using TeleNav GPS Navigator?**

A: As a privately-held company, we do not share this information publicly. We have been available since 2003 and the market is growing rapidly. Further, and as more and more wireless carriers launch location-based services, general awareness of mobile navigation capability will increase and lead to ongoing adoption.

**Q: Will this application still work if the customer is out of their wireless coverage area?**

A: In order to be able to connect to the TeleNav GPS Navigator service, wireless customers must be within their wireless network coverage area. However, in many cases (dependent upon the capability of the wireless device and the wireless network), customers can still use the application as long as they remain on the guided route.

**Q: Will TeleNav GPS Navigator work outside of the U.S.?**

A: TeleNav GPS Navigator is currently available internationally in Canada (Rogers), China (China Mobile), Brazil (Vivo Brazil) and in 15 countries in Europe. TeleNav is planning on expanding TeleNav GPS Navigator services to additional countries in the future.

**Q: What languages do you provide TeleNav GPS Navigator in?**

A: Depending upon the wireless carrier and wireless device, TeleNav GPS Navigator is available in multiple languages including English, Spanish, Mandarin, Cantonese, Russian, Vietnamese, French or Portuguese.

**Q: Does TeleNav GPS Navigator provide pedestrian mode as well?**

A: Yes, users can choose pedestrian mode in which TeleNav GPS Navigator will route the user without some restrictions drivers face such as one-way streets or streets with a right turn only. Users can also use pedestrian mode to get directions back to their car in

a crowded parking lot or in a busy downtown street. Users mark their parked car using the Spot Marker feature.

**Q: What is Spot Marker?**

A: TeleNav GPS Navigator will allow the user to mark a location (waypoint) and record it for later use. When the user decides to return to that spot, TeleNav GPS Navigator will provide directions – even while the user is walking! Customers may use this, for example, when parking in a large parking lot or on a crowded downtown street.

**Q: What is Biz Finder?**

A: Biz Finder allows a customer to search for local businesses by name or by type (restaurant, ATM, etc.) and then provide them turn-by-turn voice and onscreen directions to that business. Biz Finder will also provide the phone number for the business, saving the customer an additional 411 fee should they need to call the business in advance. In TeleNav GPS Navigator v. 5.2, Biz Finder will also provide user-generated reviews for businesses like restaurants so that customers can read reviews and ratings prior to choosing a destination. Biz Finder includes Fuel Finder as well, which allows customers to quickly locate the gas station closest to them with the cheapest gas prices (*see more information below*).

**Q: What is Fuel Finder?**

A: Fuel Finder is a feature of TeleNav GPS Navigator (no additional charge). Fuel Finder allows customers to quickly locate the gas station closest to them with the cheapest gas prices. Customers can search by type of fuel (e.g. regular unleaded, diesel, etc.) or search for lowest price of all types at once. With a simple click, customers can then access turn-by-turn voice and onscreen directions to that gas station – all from their wireless device.

**Q: Does Fuel Finder cost extra?**

A: No, Fuel Finder is included as part of the TeleNav GPS Navigator service.

**Q: How does Fuel Finder work? Where do the prices come from and how accurate is it?**

A: TeleNav works with a content provider to gather information on prices of gas at stations across the country and integrates this information into its TeleNav GPS Navigator solution. In many metropolitan areas, this pricing data is updated on a daily basis to provide the most accurate prices as possible to our customers.

**Q: Where will Fuel Finder work?**

A: TeleNav GPS Navigator will provide information on gas prices across the country.

**Q: How far around me will Fuel Finder check for gas prices?**

A: Fuel Finder will search for gas stations within a five mile radius of a wireless customer's current location. Customers can also provide a specific address to search in a different location.

**TeleNav Track™:**

**Q: What is TeleNav Track?**

A: TeleNav Track is a wireless, location-based service used primarily by business and government wireless customers. TeleNav Track offers GPS tracking, dispatching, navigation, mobile job scheduling and electronic data capture. Using TeleNav Track, managers can locate employees via a password protected Web site (map or text views) and more efficiently manage routes, track company jobs and allocate resources. TeleNav Track includes the ability to monitor drivers' speeds, fleet dispatching, job history, timesheets, and so on – all leveraging GPS capabilities on wireless devices.

**Q: What type of businesses use TeleNav Track?**

A: Any business or organization with mobile workers could benefit from the features of TeleNav Track. Examples of organizations which have used TeleNav Track include delivery companies, construction companies, garbage collection, plumbing services, and taxi cab companies.

**Q: How can a company order TeleNav Track?**

A: Customers interested in TeleNav Track should visit [www.telenavtrack.com](http://www.telenavtrack.com), call TeleNav at 1-88 TeleNav 2 (1-888-353-6282), or contact their carrier directly for more information.

**Q: How much does TeleNav Track cost?**

A: TeleNav works with carriers to provide a range of TeleNav Track packages in order to customize solutions for specific organizational needs. Packages range from \$9.99 per phone per month to \$21.99 per phone per month (data plan and activation fee required). A long-term contract is not required.

**Q: Which wireless carriers have launched TeleNav Track?**

A: TeleNav Track is currently available to Sprint Nextel and AT&T customers.

**Q: Which Sprint Nextel devices support TeleNav Track?**

A: TeleNav Track is currently available on certain Sprint Nextel and AT&T devices. To view an updated list of supported devices, please visit: [www.telenavtrack.com](http://www.telenavtrack.com).

**Q: Using TeleNav Track, do employees know that they are being located?**

A: Yes, the application will launch on the phone initially, indicating to the employee that it has been downloaded and is currently active. TeleNav encourages companies to maintain open communication regarding the TeleNav Track service, leveraging the many features included such as job reporting and turn-by-turn navigation. Similar to many other tools used on the job, the employees' mobile phones can be returned to the office at the end of the day or turned off in order to ensure employee privacy during off-work hours.

**Q: Can an employee turn off the tracking capability?**

A: Yes, the employee can turn off the phone, which will automatically eliminate a GPS signal and will not allow the employer to locate the phone. The TeleNav customer care and sales management teams offer tips and coaching to customers on how to most effectively set expectations between employer and employees and ensure TeleNav Track is used as an effective business tool.