



Press Release

Navx produces footballer voices for TomTom Football Champion Pack

Paris, 28 May 2008 – In the creation of its Football Champion Pack, leading portable navigation solutions provider TomTom has turned to Navx to deliver a key part of the pack - the 'sound-alike' voices of the famous footballers that will guide fans to stadiums across Austria and Switzerland and to outdoor screens showing games across Europe.

Navx, the Paris-based provider of information and services for satellite navigation and GPS-based devices, sourced voice imitators for a number of European football stars, worked with them to create appropriate directions in multiple-languages and undertook post-production to ensure compatibility with all TomTom devices. From the identification, short listing and selection of suitable voice artists to the delivery of the final content to TomTom took less than one month.

Jean Cherbonnier, CEO of Navx, commented: "Satellite navigation helps immerse fans in the atmosphere as soon as they start their journey to the games. Being directed by the 'imitation' of your favourite footballer or coach – whether that's Zidane or Gattuso, Zlatan or Scolari – is an aspect that users of satellite navigation systems appreciate the most. TomTom saw a great opportunity to combine the excitement of Euro 2008 with the usefulness of satellite navigation and we were happy to help it deliver the pack."

About NAVX

Established in 2005, Paris-based Navx is a leading provider of services and content for GPS devices. Its subscription-based, real-time services deliver rich information for its customers such as the price of petrol at nearby service stations, the locations of radar speed cameras, restaurant guides and tourist information. Navx services are compatible with all major GPS brands, including Garmin, Magellan, Medion, Mio, Navigon, Navman and TomTom. Navx services and content are available in eight countries and are translated into six languages. For more information, please visit <http://www.navx.com>.

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