



**IMTA Global Conference & Trade Fair
Singapore**

14-17th November 2006

**Scalable Mapping Business Solutions
Anywhere, anytime.....**





Scalable Mapping Business Solutions Anywhere, anytime

Mapping partner iTrack123

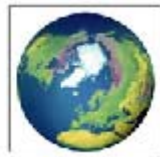
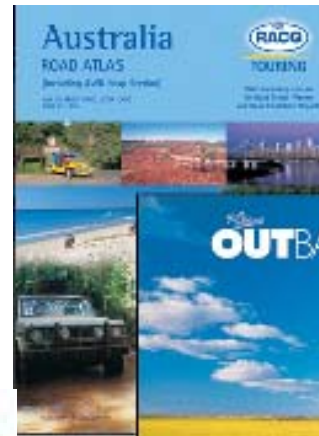
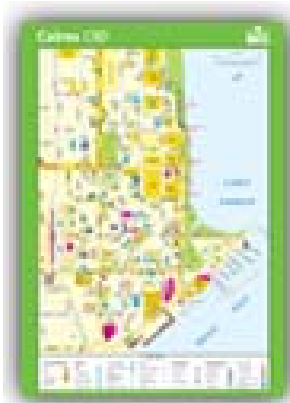
Presented by: **Peter Chang**
Managing Director

Abridge / iTrack Pty Ltd
Abridge House, 5 Turner Avenue
Technology Park, Bentley,
Perth, Western Australia 6102.

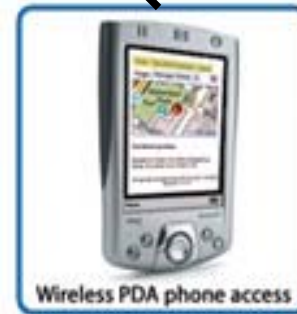
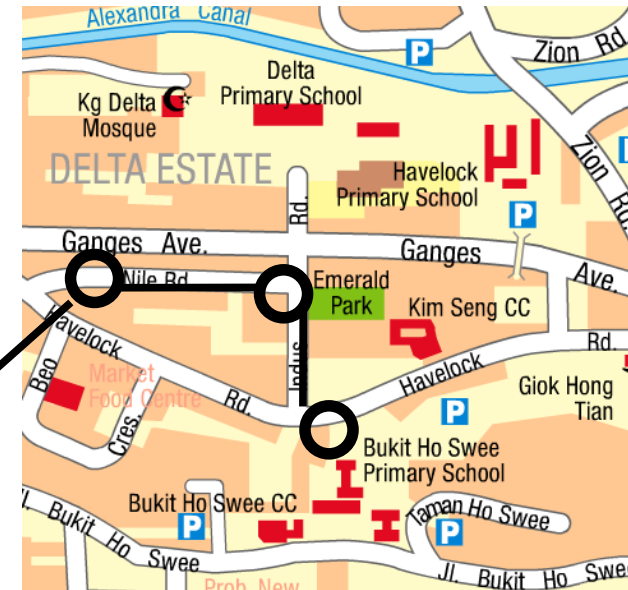


Traditional Map Markets

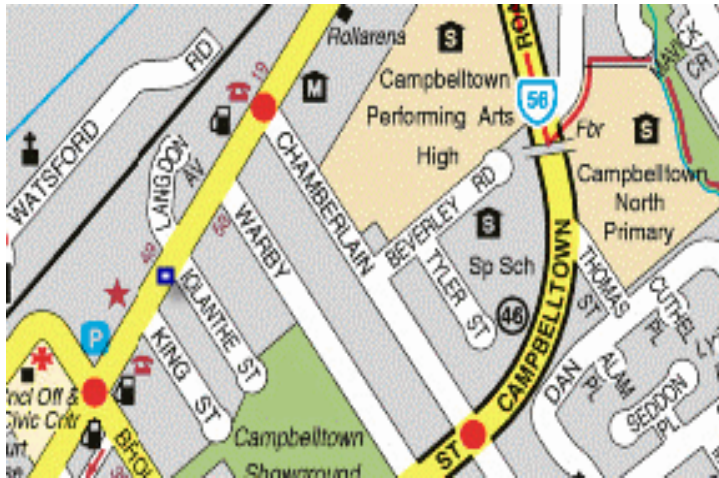
- Traditional Maps – Over the counter
- Various packaging of Maps
- Electronic Media for expanding into Navigation



- Web services – Maps Online
- Mobile Content Services
- Location Based Content



- Electronic Map data – difficult to come by
- Security of ownership is sensitive
- Accurate maps are rare
- Geo coded data hardly available
- Supporting contents limited
- Wide area coverage far and between.



If we are looking for concerns :-

- there are plenty around, and
- many are well justified.

Yet,

- USA released its country wide map data.
- In many respects, it helps its economy to new height.
- It expands the horizon.
- It offers more opportunities.
- It has been good for business.



Data is available! But....

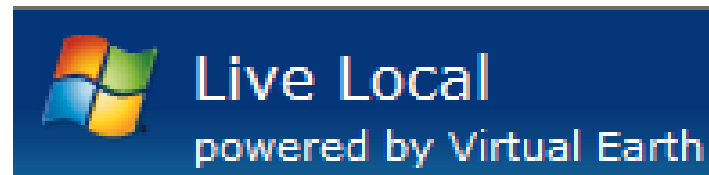
Coming Soon. To be released.

- Many countries already have wealth of map data
- They use them for their own security applications.
- Various administrative bodies use them for planning, reports, analysis, etc...
- And some are selling them at high prices.





Google maps comes to the marketplace.
It offers free quality map data to the world.



How does the free quality map data impact to the market?

- More awareness
- More need
- More interest
- More opportunities
- More sales



Map data becomes a valuable data set

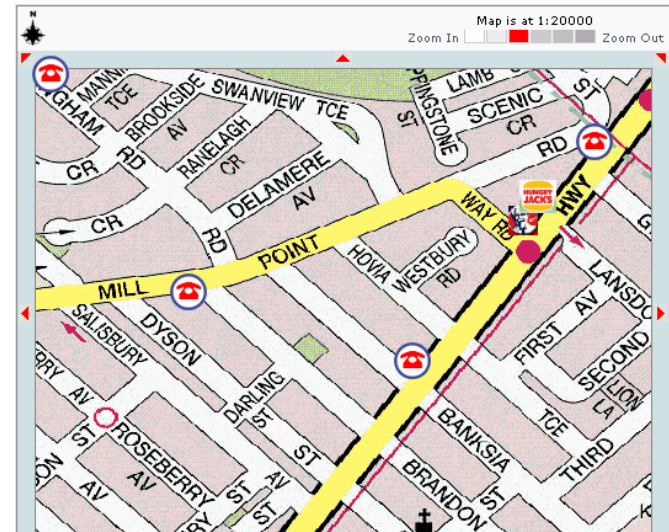
Today, any one conscious of location will think of: MAPS

Example:

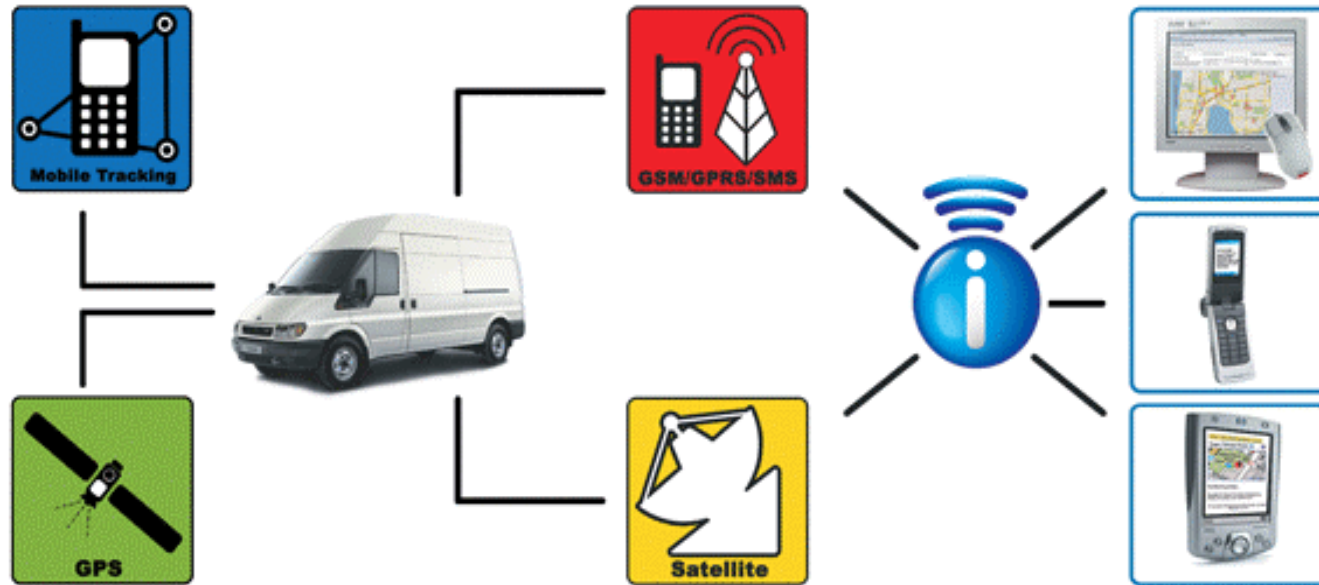
Many transport & logistic companies still use:-

- textual reports
- recording times → task → street address

Now, they need maps to guide movement, locate destination, report routes, real time scheduling,.....



iTrack123 uses map data in navigation, tracking, fleet management, job management, content deliveries...

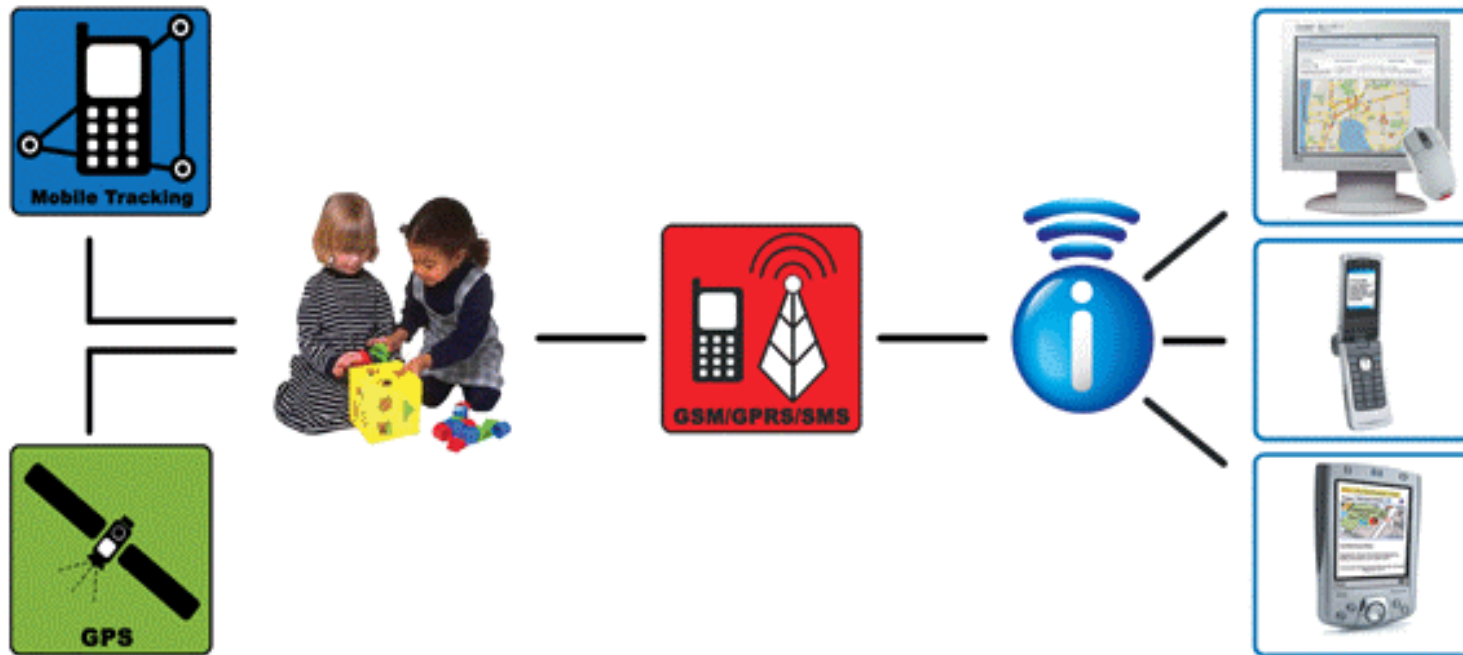


Commercial Markets

- Lower business risk; Non available Free maps!
- Security of access to their data!



iTrack123 uses map data in tracking, safety and peace of mind...



Where can you locate or get assistance when you need it most?



- iTrack123 is in the Location Based Services (LBS)
- It derives its applicable location data from :-
 - Global Position System (GPS)
 - Mobile phone network
- From the location, it offers a wealth of related contents to the users.
- Information is delivered on near real time basis
- Examples:
 - Places of interest
 - Navigation guidance
 - Tracking
 - Information sets
 - Safety monitoring
 - Security



A full chain of process includes:-

- produce better looking maps
- more accurate map data
- convert to appropriate data formats
- merge different data sets into a valuable asset
- releasing them in different media & formats
- deploying it as a solid business base.

iTrack123 went through these phases and is available now.

It can easily work with your data.....



- Maximise your valuable map data :
 - Many avenues of value map business available
- Maps can be a Scalable Business:
 - One source, one update, thousands of users
 - The power of online Maps
- Adapt and be nimble :
 - Take on the changing market conditions quickly and effectively
- Thrive on new market interest
- Ongoing Revenue
 - Gain ongoing license revenue.





“One for all, and all from one.”

