



**AtlasCT –  
Atlas Cartographic Technologies  
Ltd.**  
[www.atlasct.com](http://www.atlasct.com)

### **Solution at a Glance**

**AtlasCT is a leading developer and provider of worldwide mapping and navigation solutions for both Web and mobile platforms. Our applications enable customers from various industries to improve profitability by delivering value-added Location-Based Services.**

### **Business Benefits & Customers Challenges**

#### **Customers Challenges**

- ▣ Rich maps visualization
- ▣ User friendly map client
- ▣ Cross device/platform offering

#### **Business Benefits**

- ▣ Give your consumers the fastest mobile mapping application available on the market
- ▣ A proven track technology record with Nokia, Yellow Pages, Starhome and others
- ▣ Flexible business model supports both transaction and advertisement-subsidized solutions

### **Our Offering**

- ▣ Real time mapping & location-based services (among are: online maps display, address search, driving directions, Points-of-Interest lookup, weather forecasts, traffic information and satellite imagery)
- ▣ Off-board navigation solution (including enhanced Software Development Kit)
- ▣ Location-based Advertisement & User generated content

### **Unique Differentiators**

- ▣ Utilizing advance and unique technologies (sophisticated streaming vector technology, innovative vector compression methods and advanced fetching and rendering algorithms).
- ▣ Deliver high quality real time vector maps combined with excellent application performance, running over common platforms and variety of mobile devices.
- ▣ Hosting of multiple solutions on a single platform

### **Company References and Strategic Business Partners**

**Company references** – AtlasCT has mapping applications deployed worldwide with major industry players. The usage coverage of its applications includes North America, West and East Europe, Middle East and the Far East.

**Main partners** – NAVTEQ and Nokia.

**Investors** - A privately held company.