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# NAVICITI

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THE REAL WORLD'S SEARCH ENGINE:  
NAVICITI DIGITAL MAPPING

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### AN INTRODUCTION

#### NAVICITI/MAP PLATFORM OVERVIEW

Naviciti is a Detroit-based firm specializing in the creation of highly specialized, purpose-suited electronic mapping and media delivery systems. We specialize in creating customized consumer communications systems designed to facilitate the attraction of consumers' attention and the effective presentation of targeted marketing messages, delivered at key junctures when buying or activity decisions are made. Through an integrated array of touch-screen kiosks, programmable video displays, signage and tailored web presences, our goal is to escort a customer or user through each stage of their visit to your facility, and to provide them with the information they need, when they need it – as well as the marketing messages most suited to their individual desires.

Naviciti is the creator of MapPlatform, a new and media-rich electronic mapping application suitable for the display of highly-detailed navigation and user information for virtually any size or type of destination – whether an individual retail facility, a community, or an entire city. An individual MapPlatform product begins with an interactive map of a given area depicting highly precise location information in a visually-appealing, easy to use format. Each specific point on a MapPlatform product can be enhanced to include additional information or media – photography, audio, video, or

text – with a tap on the screen or a click of a mouse, allowing unlimited exploration of the features and amenities associated with a specific location.

In addition, our systems are designed to incorporate time-based event information to illustrate what is happening at a given location and when. In the case of a city, this might include a complete database of sporting, entertainment, and civic events, each linked to the specific location where it's taking place; in the case of a shopping mall, it might include movie showtimes, time-limited sales, or other special event information. A convention center implementation can incorporate a guide to exhibitor booths and a schedule of presentations; an amusement park application can contain "live" media streamed directly from individual attractions; an airport implementation can include flight and gate information.

The MapPlatform system lends itself equally well to both onsite and offsite presentation via the internet. In a typical scenario, a user accessing your system from home would be able to explore your entire facility onscreen, locating retailers, events, and products of interest to them; upon their visit to the destination site, they would be able to access the same information via strategically-located touchscreen kiosks.



Thanks to the system's ability to present video and audio content, your custom application can present full-motion video advertisements and promotional messages. The system's interactivity can, in turn, enable users to directly respond – to purchase movie tickets, pre-order products, purchase gift cards, or make restaurant reservations. This provides convenience to the user even as it drives sales, increases visits, and captures valuable marketing data for you.

### KEY FEATURES AND CONSIDERATIONS

- Our systems are designed to provide users with a complete spectrum of informational and media resources through a logical and easy-to-use interface. The purpose is to associate appropriate informational offerings of immediate consumer interest with the precise location/facility they are interested in.
- Our system is capable of presenting virtually any type of media – audio, video, 3-d rendering, “virtual reality” panoramic QTVR, webcams, etc. in conjunction with any desired individual mapped point or location, and maintaining a virtually limitless repository of media to be associated with a limitless number of specific locations or points.
- Our system provides a practicable “bridge” between the online and offline worlds, providing continuity in a user's experience of a mapped location, and thus added familiarity and understanding both on and offsite.
- In a retail context, our system's databases can present up-to-the-minute product availability information if so desired.
- Our systems provide exceptional capabilities for “suggestive selling” based upon expressed user interests – specific types of searches can result in specific offers being presented, etc.
- Systems are capable of presenting full-motion video promotions, both within the map context and during “idle time.” These can be programmed to rotate based upon time of day or other desired factors, and can be loaded/updated remotely.
- Media offerings within kiosk systems can be customized to individual locations.
- System offers optimal relationship-marketing opportunities – e.g., contest entries, event reservation functionality, newsletter signups, or direct sale of items (movie tickets, gift cards, other stored-value items being exceptional examples)
- System can be customized to provide appropriate channels for driving existing offers, promotions, and initiatives.

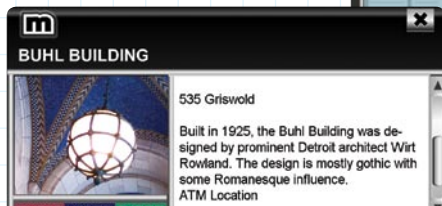
## THE MAPDETROIT SYSTEM

MapDetroit.com and the MapDetroit kiosk system were developed for purposes of demonstrating Naviciti's mapping and communications systems in a large-scale, real world context. We began by creating the most detailed electronic map in existence of downtown Detroit, Michigan – sufficiently detailed as to depict individual parking meters, as well as over 3,000 businesses and buildings, all downtown streets and all significant landmarks.

We then proceeded to develop and integrate a comprehensive "events" database enabling the direct linking of time-sensitive information to specific locations, and the ability to access this information via a familiar "search" interface. A Tigers baseball game, for instance, would be correctly identified as occurring at Comerica Park; the search result would tell the user the date and time of the game, the name of the opposing team, and such other pertinent information as may be desired.

Our next step was deployment of the system via a network of touchscreen electronic kiosks strategically placed at key locations throughout the area. Roughly thirty hotels, bars, restaurants, entertainment venues and retail outlets were selected on the basis of their geographic location and the number of likely system users present. The result: Individuals on-site gained the ability to readily access up-to-the-minute location and event information when and where they needed it – and crucially for potential sponsors, at key buying and decisionmaking junctures.

Since the MapDetroit system was launched, the system has been continually expanded to incorporate new areas and new information: The Midtown and New Center areas, Belle Isle Park, and the suburbs of Royal Oak and Birmingham are the most recent additions to the system. To date, over 1,000,000 searches for places and events have been conducted by users on our web-based product, as well as countless more via the location-based kiosks.



Search results display thumbnails along with information.



## TARGET MARKETS

Naviciti has identified a number of distinct market segments which we believe to be particularly hospitable to a system such as ours.

- Tourist destinations
- Shopping malls
- Amusement parks
- Medical centers
- Hotels
- Airports
- Mass transit systems
- Real estate developments
- City centers
- Parks/nature preserves
- Newspapers/local broadcast media outlets
- Convention facilities
- Law enforcement
- Homeland security

In short, the system can be of ready use and distinct value in any context where:

- Individuals require directional or event information
- A marketer, sponsor, or system owner requires a ready means for conveying marketing or instructional messages to the public
- Precise, detailed, and/or media-rich depiction of a specific environment is necessary or desirable

## MARKETPLACE DIFFERENTIATION

While general interest directional and mapping information is already adequately provided by existing entities, there are few other enterprises whose applications readily lend themselves to Naviciti's areas of strength:

- The MapPlatform system lends itself well to seamless integration within clients existing online presences
- The MapPlatform system is infinitely scaleable: A "micro" view can be sufficiently detailed to identify a single item of furniture in a condominium or a single tool on a factory floor, while a "macro" view can be truly global in scope
- The system lends itself well to incorporation of all types of rich media – audio, video, 3D, etc.
- The scope of a plotted area is entirely determined by client needs and desires, and can easily exclude areas or items deemed undesirable while highlighting items of client interest
- Systems are wholly customized for individual clients and locations
- Systems are readily extensible, able to be expanded or modified on a continual basis in response to client needs



## IN SUMMARY

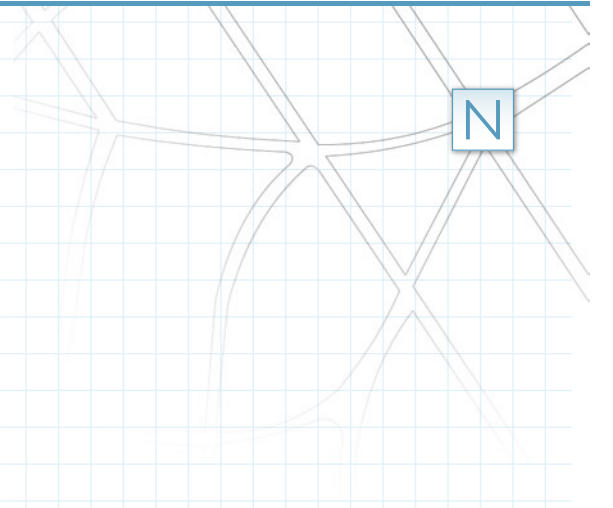
Naviciti continually strives to provide optimal user-friendly solutions which provide direct access to information at precise points of consumer want and need. We are continually expanding the capabilities of our proprietary MapPlatform software and of the systems we build; our development is driven directly by the desires of our users and the needs of our clients, resulting in robust and comprehensive applications which provide the ultimate in usability, appeal, and value.

We thank you for your interest in Naviciti, and we look forward to further discussions with you.

The logo for Naviciti, featuring the word "NAVICITI" in a blue, sans-serif font. A light blue circular graphic element is positioned to the left of the text, partially overlapping the letter 'N'.

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