

# MyWay<sup>®</sup> Mobile

Branded Custom Mobile GPS Solutions

- ▶ Gain New Revenue
- ▶ Retain Customers
- ▶ Differentiate from Your Competition

**Tracker**  Software

# Company info

**Tracker Software, Inc.** (TSI) and the MyWay group of products provide a complete, advanced and turn-key GPS-Mobile platform so our corporate partners may launch custom mobile solutions.

TSI integrates a dozen core components into one solution that is customized for any brand.

TSI has provided quality mobile tracking products for over 30 years and is recognized as a global leader in tracking solutions.

# Case studies



## O'Neill and Tracker Create The First Bluetooth-Enabled Wearable Navigation System

Tracker Software, Inc. (TSI) and O'Neill - one of the world's leading youth lifestyle brands - have teamed up to create the NavJacket™ – an innovative GPS-based wearable navigation and display solution for skiers, snowboarders, hikers and other outdoor enthusiasts. The NavJacket™ uses an outdoor-viewable display in combination with GPS technology. With the NavJacket™, outdoor enthusiasts can easily navigate terrain with on-sleeve controls and Bluetooth communication. NavJacket™ is possibly the most advanced outdoor wearable navigational gear on the planet.



## Tracker and Range Rover Create the First Voice-Activated Mobile Phone GPS

Tracker Software, Inc. (TSI) and Range Rover have put their innovative minds together to bring mobile multimedia interactivity to test driving cars. We call it Voice Waypoint – and it works on mobile phones that have built-in GPS. With TSI Voice Waypoint, companies can provide custom voice activated GPS for their customers. Voice Waypoint enables audio messages to be delivered when the user is in-range of a specific GPS point allowing customers to get further directions, messages or motivation.



## Tracker and SonyEricsson Team Up to Provide Advanced Outdoor Mobile Phone Navigation

Tracker Software, Inc., (TSI) and SonyEricsson – one of the most innovative global brands in the mobile handset industry – have joined forces to offer an on-board recreational navigation solution for outdoor enthusiasts with GPS mobile phones. Using TSI's MyWay™ software, SonyEricsson has turned a standard phone into an outdoor GPS hub where users can track direction, speed, altitude distance and more. MyWay™ also enables SonyEricsson users to track their friends and family while outdoors.

# Solutions

Tracker Software provides advanced and custom mobile 3G and GPS solutions for the enterprise. We help large consumer brands develop and launch mobile strategies by combining 12 different mobile technology elements into a single turn-key platform. Tracker Software can help your company quickly launch a custom mobile/GPS application extending your products, services and communications with your customers.

**Our Mobile Platform combines the following Tracker MyWay elements into a complete turn key solution: (Click on the links)**

- ▶ Licensing Server
- ▶ 3G Wireless Application Development and Platform
- ▶ MyWay Maps Server
- ▶ MyWay Mobile Payment Gateway
- ▶ MyWay Web Payment Gateway
- ▶ MyWay Maps
- ▶ MyWay GPS Software
- ▶ MyWay Live
- ▶ MyWay GPS Space
- ▶ SMS and Messaging
- ▶ MyWay Mobile Platform
- ▶ Mobile Partnerships
- ▶ MyWay Voice - Audio Activated Content Via GPS

### **MyWay Licensing Server – Buy, Manage, Share**

License management, product management, information sharing and map provider management.

### **3G Wireless Application Development and Platform – High Speed Application Interaction**

TSI builds Mobile phone solutions to comply with 3G technologies enabling the fastest data transfer speeds for our partners' applications

### **MyWay Maps Server – Store, Host, Distribute**

Topographical maps for mobile phones. Map hosting can be done on any environment suitable for raster image handling.

### **MyWay Mobile Payment Gateway – On-Device Payment, Digital Rights Management**

The MyWay Mobile Payment Gateway integrates on-device payment and DRM (digital rights management) for mobile applications. Our multi-platform solution is compatible with Symbian, Windows Mobile and MIPD Java environments, and the client has been licensed to be embedded in millions of smart mobile handsets. MyWay can offer subscriber charging in nearly 90 operator & carrier networks and through all major credit cards worldwide.

- Global on-device payment and mobile application DRM
- Try & buy solutions for mobile applications
- Digital rights management for mobile corporate applications
- Variety of map licensing programs: map tile amount based, limited time and more

The MyWay Mobile Payment Gateway is a true turnkey solution combined with the MyWay Mobile Platform offering.



### **MyWay Web Payment Gateway** – *Purchase form any e-commerce site or Web Shop*

MyWay Web Payment Gateway - e-Commerce solutions integration TSI has vast experience in creating web shops and integrating different payment systems in them. Recently, we have been working with Bibit, one of the most common e-commerce payment solutions in the world.

### **MyWay Maps** – *Locate, Navigate, Find*

TSI and the MyWay family of products have aggregated one of the largest and most complete set of topographical and nautical maps in the world. Duplicating our map library would take over a decade.

With a combination of TSI's GPS software and complete maps, our partners benefit with a simple turnkey solution.

### **MyWay GPS Software** – *Download and Go*

A product family of mobile phone-based recreational and professional navigation software specially designed for those who love to create their own routes. Hikers, skiers, snowboarders, sailors, bikers and other outdoor enthusiasts rely on MyWay to plan and track their routes using only MyWay loaded on their mobile phone.

### **MyWay Live** – *See, Locate - Meet*

MyWay Live is a service providing real-time tracking of other GPS-based outdoor navigators. Those who register to MyWay Live can offer their location information in real-time to other registered users - with authentication and password protection.

### **MyWay GPS Space** – *Have Your Own Branded, Custom Social Media Portal*

MyWay GPS Space is a social media portal that offers users an opportunity to save, share and collaborate on activities and excursions. Users can upload maps, GPS-based trips, written content, pictures and video to their own section of the social media site. Once uploaded, users may distribute and allow access to their profiles and content in order to enhance the brand experience.

MyWay GPS Space is custom branded for each of our partners as part of the complete Tracker Mobile GPS solution.



### **SMS and Messaging** – *Communicate, Connect*

TSI MyWay messaging provides a full range of flexible and scalable SMS solutions based on an IMS-ready, open, standards-based, SMS environment. TSI's MyWay SMS environment, effective SMS services and personalization applications are designed to increase data ARPU and optimize CAPEX and OPEX.

With TSI MyWay our partners can keep driving SMS solutions to meet their ever-evolving needs.

- SMS Platform
- SMS Security
- SMS Router
- Messaging Gateway
- Instant SMS

### **MyWay Mobile Platform** – *Create Custom Mobile Applications*

TSI's MyWay family of products offer custom mobile solutions for each of our partners. Our goal is to enable our partners to launch quickly and effortlessly on a mobile platform so their users may have a full 360° mobile experience. We apply some of the world's most talented mobile GPS developers to ensure that each application is fully functional, documented and adds value.

MyWay Mobile Platform is a Java based platform for creating map and tracking oriented clients to mobile phones. MyWay Outdoor is based on this platform.

### **Mobile Partnerships** – *Network, Co-operate*

TSI maintains partnerships with the leading GPS enabled handset manufacturers, carriers, and operating systems. When you engage with TSI, we will deploy your custom mobile solution on the optimum platform. Whether your users have Nokia, Apple, Blackberry HTC, Samsung or other phones, you can rest assured that TSI will enable your users.

## **MyWay Voice** – *Voice Command, Audio Activated Content Via GPS*

TSI has developed proprietary voice activated GPS technology which enables audio files to be played whenever a GPS location is accessed. For instance, you may wish to deliver messages based on users arriving at a given location, or traveling a given distance. In one use case, Range Rover of Finland wanted to put voice activated excursions on mobile phones so that when Range Rover drivers arrived at a given GPS point, new audio directions would be deployed.

With TSI's voice activation technologies and audio files, our partners may customize the user experience making the mobile phone more functional and valuable.

### **Here are some of the features:**

- record audio files, or add audio content based on a given GPS location and files play when the user arrives at that location
- upload audio files and content to MyWay GPS space for sharing with friends and family
- users record audio files for information or motivation
- audiophiles or content play when a user travels a certain distance or is above or below their average speed.
- use cases could include: fitness and weight loss, hiking, skiing or snowboarding, travel and tourism, cycling and more

# Tracker Software

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