



## Navteq partners with mxData's Spacemark service; connecting people to places

Navteq are a world leader in digital map data. Their data can be found onboard most in-vehicle navigation systems currently sold in North America and Europe. Navteq have also been behind a new generation of navigation services, including: Internet websites, Enterprise/Fleet/GIS solutions and Location Based Services (LBS).

### The Challenge

Navteq's new showcase website is bringing together best-of-breed partners in mapping and location services and they wanted to add a partner that enabled places to be shared across platforms, and between friends. The benefits to the customer of being able to do this are clear but in addition such a service offers a terrific viral tool to encourage others to visit the partner services within the showcase site. They needed a simple yet proven supplier that could link the web, mobile and navigation systems.

### The Solution

Navteq decided that the first partner for their new Showcase would be the Spacemark service from mxData which enables the sharing of locations across mobile, web and satnav systems. The partnership means Navteq are able to incorporate the mxData Spacemark architecture as their 'MyLocations' tool so their users can save, share and send their addresses and map references to various devices.

Once a user is registered with Navteq.com the Spacemark powered 'MyLocations' button sits in the tool-bar of the user's browser and can capture any address on any website. The service then manages these

locations, saved for access from other devices the user has, or for sending to a friend. On the mobile the user can open any of their locations within mxData's mobile mapping service. The service is worldwide.

### The Benefits

MyLocations from Navteq using the Spacemark technology helps provide easy to use end-to-end management of places. So often we find a location on the internet but need the details of the location, or how to navigate to it, when we are on the move and when we have the mobile or satnav at our disposal. MyLocations means we always have the address and map just a click away. In addition the ability to share these locations simply across PC, mobile and satnav means we can communicate locations to others in a simple and practical manner.

mxData's Spacemark partnered with personal navigation provides the perfect management of places between the web, mobile and navigation systems.

# NAVTEQ

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**space mark**™

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