

## Press release

Stockholm, November 23, 2009

### Telenor Connexion part of first Eco Navigator

**The leading machine-to-machine (M2M) connectivity provider, Telenor Connexion, today announced they will be the exclusive supplier of global wireless connectivity for the Eco Navigator, produced by MyGuide Americas.**

The Eco Navigator is the first personal navigation device showing drivers, in real time, their fuel consumption and carbon emissions and provides advice on how to improve mileage and reduce emissions. The transmitting device will also suggest the most fuel efficient route to the destination. The Eco Navigator includes vehicle diagnostics and performance, and navigation worldwide.



The highly customised and centralised solution delivered by Telenor Connexion will provide not only the SIM-card and connectivity, but also the advantage of one single business model tailored for international connectivity. With Telenor Connexion's global SIM solution, MyGuide will benefit from one SIM and one standardised technical solution enabling a cost-effective deployment in several international markets. The solution also includes automated provisioning customised to fit MyGuide's production and

distribution processes, securing cost-effective integration of SIM and testing of the complete solution ahead of production.

The connected product will be released in the US in December and in Europe during January 2010. It will be available to the North American, European, Russian, Australian and Indian markets, where Telenor Connexion has extensive experience from supplying wireless connectivity. The long term agreement will bring about a large-scale deployment in the mentioned market areas.

– It's exciting to be a part of this new product. We have a solid solution for providing connectivity in these regions, and working with an environmentally focused solution is agreeable with our company outlook, says Gwenn Larsson, VP of Sales, Telenor Connexion.

The Eco Navigator allows drivers to be more conscious of the cost of driving through fuel savings and contribute to reducing pollution by making car owners



"eco conscious". By using the data from the on board diagnostics port it provides accurate real time data drawn from the actual vehicle engine, and not projected or estimated values as its navigation competitors.

– We are very confident that the partnership with Telenor Connexion will result in global market development. Wireless connectivity enables users to obtain real-time traffic, download data about their vehicle to their desktop PC, and provides Internet access for user convenience, says Randy Kemps, VP Sales & Marketing, MyGuide Americas.

The Eco Navigator is designed and developed by Digisec Group for MyGuide Americas LLC, and utilises Digisec's powerful "Eco-Way" eco-driving and engine monitoring software. Digisec Group is one of the largest suppliers of aftermarket automotive security and safety products in China.

**Telenor Connexion information:** [www.telenorconnexion.com](http://www.telenorconnexion.com)

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**About Telenor Connexion**

*Telenor Connexion is a leading global provider of managed M2M connectivity solutions. Machine-to-machine (M2M) communication is a rapidly expanding market. Companies in industries as diverse as automotive, security, utilities and fleet management are implementing M2M solutions to achieve productivity gains, cost management, environmental improvement and to expand customer services. With more than 10 years of experience Telenor Connexion is an experienced and reliable partner. We are dedicated to our customers' business and understand their needs. Telenor Connexion has provided international, cost-effective M2M communication solutions to a number of global customers such as Volvo, Daimler and Securitas Direct. According to leading industry analyst Bergh Insight Telenor is "the most advanced mobile operator in the area of M2M" and also "the dominant provider of wireless M2M connectivity". Telenor Connexion is wholly owned by Telenor Group, the world's sixth largest mobile operator. Telenor Group is an international provider of high quality tele, data and media communication services with mobile operations in 13 markets across the Nordic region, Central and Eastern Europe and in Asia.*

**About MyGuide Americas**

*MyGuide Americas is a California corporation dedicated to cutting edge GPS navigation products. Partnering with leading companies in this field, MyGuide markets GPS products with innovative features and at competitive market prices. Products are available with navigation & vehicle diagnostics for all major world markets. Europe & North America are prime target markets for the Eco Navigator. For more information, please visit [www.myguidegpsusa.com](http://www.myguidegpsusa.com)*