

Webraska Ships World's First Geospatial Platform Implementing OpenLS-Proposed Specifications Drafted by the Open GIS Consortium.

Paris, France - December 17, 2002

Webraska, the worldwide provider of location-based services (LBS), telematics applications and enabling platforms, today announces the launch of the new OpenLS-based SmartZone Geospatial Platform 3.0. (SGP3.0).

The SGP3.0 has already been deployed on customer sites in Europe, North America, Brazil and Russia, and has been successfully demonstrated at two recent Open GIS Consortium conferences in Washington DC and Nice.

"Webraska has been an active member of the OpenLS team, and has made a major contribution to definition of the draft OpenLS specifications", said Kurt Buehler, Vice President and CTO of the Open GIS Consortium. "OGC is especially proud that our members, including Webraska, are implementing these specifications even before they are fully adopted. This fact demonstrates their strong commitment to open standards, specifications, and interoperability".

Services already running on the SGP3.0 include location-based services for colour WAP devices running on GPRS networks, GPS and voice-enabled wireless navigation applications using Webraska's patented IbDN® technology, web-based mapping and routing services and tracking solutions.

"The location-based services sector is now breaking out of its start-up phase, with major commercial deployments underway by all the major carriers in Europe." said Barry Glick, CEO of Webraska. "Widespread adoption of the OpenLS specifications by the geospatial industry will reduce cost, hassle and risk for application developers and wireless carriers alike".

Some further functions of the SGP3.0 are:

- The platform offers the broadest range of geospatial functionality on the market including address matching, geocoding, reverse-geocoding, proximity searching, mapping, routing and zone management.
- Country-specific address parsing algorithms capable of handling spelling errors, incomplete addresses, abbreviations, free-form addresses, multiple languages and "vanity suburbs" achieve industry-leading geocoding match rates.
- Batch geocoding and data integration tools enable rapid integration of third-party cartographic and point-of-interest data.
- Highly configurable map rendering generates customisable, information-rich, clear and aesthetically pleasing maps at multiple zoom levels in black and white and colour for wireless, web, PDA and PC-based applications.
- Door-to-door, continent-wide, traffic-optimised, multi-modal directions (by car, foot and public transport) taking into account multiple stops or "via points", turn restrictions, pedestrian-only streets, speed restrictions and other navigation-related attributes.
- Advanced "Directory Services" or "Proximity Search" functionality, capable of searching for and ranking nearby points-of-interest by straight-line distance, time to destination and content-specific attributes such as SIC codes. Searches can be carried out in (LIF-compliant) geometric shape search zones or application defined areas of interest.

About The SmartZone Geospatial Platform 3.0.

The Webraska SGP3.0. used alone or combined with Webraska's SmartZone Application Platform, enables the provision of feature-rich location-based services and telematics applications through the industry's most comprehensive set of navigation, route optimisation, mapping, enhanced spatial searching, geocoding and reverse geocoding functions via XML and Java APIs. Platform architecture is fully redundant and can be scaled to handle requests from millions of active subscribers. Webraska's SmartZone Geospatial Platform can be deployed on the customer's premises or hosted by Webraska on their behalf. Solaris, Linux and Windows operating systems are supported.

About Webraska

Webraska provides the advanced software solutions required to develop, integrate and deploy location-based services. Webraska's carrier-grade offering includes the SmartZone™ Geospatial Platform, the SmartZone™ LBS Application Platform, the patented and award-winning car navigation solution, IbDN®, and over 30 other ready-to-deploy market-proven applications such as maps and directions, traffic alerts, yellow pages, BuddyFinder and m-Vite.

Webraska's corporate headquarters are in Paris, France and its North American headquarters and development facility is in Saratoga, California. The company currently powers the LBS offering of service providers on four continents, including Orange, Vodafone Live!, Telecom Italia Mobile, E-Plus, 02 and Sensis (a subsidiary of Telstra Australia). Webraska has partnerships with leading technology providers including Ericsson, IBM, Nortel and Openwave.

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