



ARCUS SOFTWARE

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MobileGuide is the most advanced mobile mapping solution

Arcus Software introduces 3D maps for the third generation mobile phone platform

Cannes, France and Helsinki, Finland – February 20, 2001 – Arcus Software, a Finnish high-tech company focused on three-dimensional mapping technology, today introduced MobileGuide, an advanced 3D map solution that can be applied both in the third generation mobile phones as well as Java-compatible phones already emerging to market. The solution is showcased at the 2001 3GSM World Fair held in Cannes, where Arcus Software attends between February 20.-23.

“The programmability of Java-based mobile phones gives enormous market potential for all content producers. At the moment maps are among the most employed Internet content services, as over 10 million pages of maps are being printed out each day by regular business travelers. Soon, though, maps will be delivered upon a request straight onto the screen of user’s mobile device”, says Akif Ali, President and CEO of Arcus Software.

MobileGuide solution, developed by Arcus Software, is based on illustrative and easy to operate 3D mapping technology. It can be utilized f.eg. for guiding visitors to find the company building in big cities, locating parking space or for navigate purposes when using public transportation. For long-distance visitors MobileGuide can show hotels located nearby and give route instructions from the hotel to main entrance of the company.

MobileGuide map will be received into the mobile device either as a series of still pictures or – as technology develops – as a streaming video clip. The user sees the landscape and nearby buildings on the wireless device’s screen from a pedestrian perspective, along with verbal instructions guiding to the right direction.

"In the future, digital two-dimensional maps and route guides now available in the internet are to be replaced by 3D mobile maps accessible via wireless internet connections. Visuality helps people to understand guiding instructions, i.e. 3D maps can be operated without further language requirements. 3D-animation is also an optimal user interface for the small-sized phone and mobile device displays, as simply there isn't room enough for any big two-dimensional maps", Ali continues.

MobileGuide 3D map solution can be explored at 3GSM World Fair, February 20.-23., on stand A10 (in Hall 3), where Arcus Software attends together with Finpro. MobileGuide is also being showcased on Nokia Networks' stand F3 (Hall 1).

About Arcus Software

Arcus Software produces 3D maps for web browsers and wireless devices and develops software solutions for 3D mapping process. The company currently employs 25 staff in Helsinki and Kajaani, Finland. Established in 1996 and having built several 3D virtual cities, the company made a strategic decision in spring 2000 to focus on 3D navigation applications for third generation mobile technology. In addition to its founders, active management and private investors, Arcus Software owners include Finnish telecom companies Elisa Communications Corporation and Comptel Plc.

Additional information about Arcus Software: <http://www.arcussoft.com>

Virtual Cities available in the internet: <http://www.arenanet.fi>, <http://www.virtualkainuu.net>, <http://www.perille.net>

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