



When the best mapping and mobile technology companies decide to work together on location based applications.

Starting in January 2010 **8motions** and **Mappy** will partner up to facilitate the creation of geolocation systems designed for mobile phones. Together the technical expertise of the two companies will bring the most up-to-date mapping solutions to developers. **Mappy's** maps will be directly integrated into the "mobile map toolkit" developed by **8motions**.

A partner of major players to offer a unique service.

This partnership will unite **8motions**, a company specialized in innovative applications, and the integration of mobile mapping and GPS systems, and **Mappy**, a superpower on the European mapping market.

The Mobile Map Toolkit "(MMT)"

Spearheading the **8motions** product range, MMT allows you quickly to create geolocation applications on mobile platforms. Thanks to this partnership **Mappy's** worldwide mapping technology will be included.

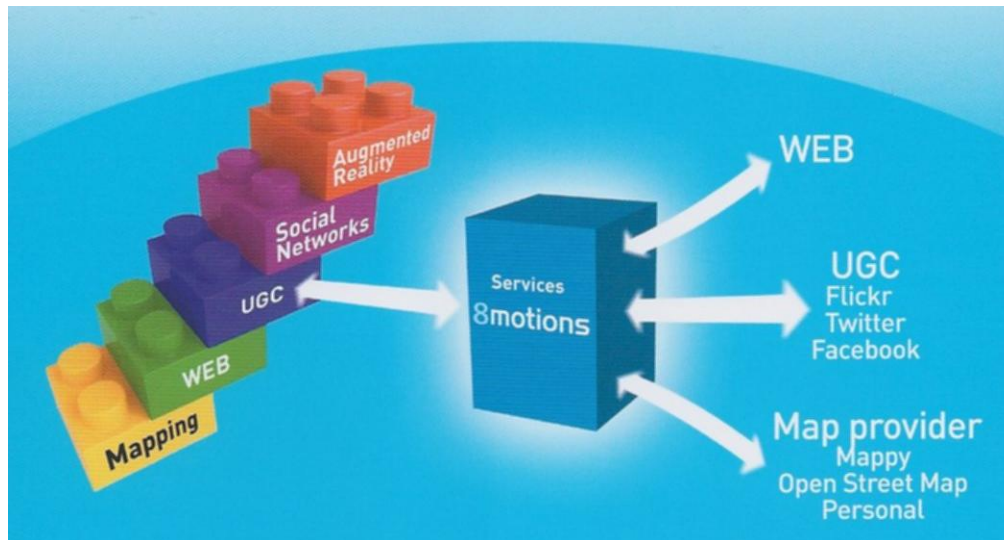
With 8motions and Mappy develop your own mobile geolocation application in your company's image for your clients or your team in a practical and unique way.

The advantages of this new product.

- From now on and thanks to this partnership, **8motions** new product will be available to companies which are currently incapable of developing their own mobile applications but nevertheless want to use this medium to demonstrate their services or content.
- **8motions** will become the distributor and reseller of **Mappy's** mapping services on mobile phones.
- This partnership will offer a more flexible and independent solution than that which is currently on the market as well as offering an alternative solution to those proposed by certain search engines.
- Users will be able to obtain a powerful mobile service in their company's own image which will include cartography of optimum quality without advertising.
- This fusion will allow both companies to offer their own products to the other's clients (development in **8motions** case and the provision of cartographic data and services in **Mappy's**).

8motions and Mappy are amalgamating their different expertise to offer the GPS of tomorrow.

8motions technological scheme:



8motions

As a provider of mobile cartographic and GPS systems, **8motions** ' expertise meant that they were semi-finalists in the 2007 LBS Challenge and winners of the 2207 and 2008 OSEO prize for innovation.

The Bordeaux-based company concentrates on researching the possibilities of mobile GPS, more precisely linked to tourism.

Mappy

With 20 years of experience in the realm of online cartography, **Mappy** SA, a 100% subsidiary of the Yellow Pages Group is a key player on the European GPS services market. The company records around 8 million visitors per month on the internet and mobile phones. It invents, develops and supplies online and mobile solutions to help and incite people to move around – maps, itineraries, localized searches – and is available on all French networks but also in 13 languages and in 28 countries.

Sharing positions, favourite places, tourist information... the 8motions partnership : interactive, ergonomic and fun.

Due to this partnership **8motions** and **Mappy** will be continuously as available to surfers as possible. The **Mappy** partnership will guide you practically and simply to your favourite places thanks to **8motions** technology.

For more information: <http://corp.8motions.com>

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