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BLOM LAUNCHES NAVIGATION IN OBLIQUE AERIAL IMAGES IN CYPRUS

Blom and Track and Talk Ltd have signed a strategic agreement to launch navigation and tracking solutions with content from Blom of Cyprus.

Blom, the leading European company within geographic information, has signed an agreement with Track and Talk, the leading provider of fleet management solutions in Cyprus. The objective is to capture and process aerial oblique imagery of the most important areas of Cyprus, and launch advanced navigation solutions based on the unique oblique imagery from Blom.

“Track and Talk’s strategy for location based services is to cover the gap generated on the island due to the lack of geographical content, offering the best software and a key differentiator content” says Marios Ioannides, Managing Director for Track and Talk LTD.

“Track and Talk has become an important partner for Blom’s navigation strategy in Europe as we are including a new territory to our operations. Moving into a new geographic area is another verification that our unique products and services are in demand throughout Europe” says Håkon Jacobsen, CEO Blom.

Blom’s oblique images and Track and Talk’s navigation solution significantly enhances the user-experience by allowing navigation in detailed oblique aerial images in the most important cities of the Greek-controlled part of Cyprus. The navigation solution is expected to be launched during third quarter 2009.

Having already developed the “number one” tracking service in Cyprus, Track and Talk’s navigation solution will include their own vector data along with Blom’s navigation software and content. The oblique imagery navigation solution will be prepared for running in in-dash units through car manufacturers and for personal navigation devices through local distribution channels.

Furthermore, the agreement grants Track and Talk distribution rights to Blom’s unique content through the online server BlomURBEX®, which allows Track and Talk to provide a unique solution to local enterprises, government and mobile operators. The oblique images are based on Pictometry® technology.

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About Blom

Blom is a leading pan-European Geographic Information company. Blom is the largest European company within collection and processing of map information. Blom has unique databases of map and image information and develop applications and services for Location Based Services and navigation. Blom has more than 1,100 employees and subsidiaries in 13 countries. The company headquarter is located in Oslo, Norway.

www.blomasa.com

About Track and Talk Ltd.

Track and Talk is the leading provider of fleet management solutions in Cyprus. Founded in 2005, Track and Talk works in close cooperation with its customers in the government, car manufacturing, enterprise and mobile industries to enhance service functionality, improve technology design and develop new innovative solutions. Track and Talk’s commitment is to continue working hand-in-hand with its clients, leveraging its competences and core skills to continue the development of innovative telematic solutions. The company headquarter is located in Pafos, Cyprus.

www.trackandtalk.com