

DIRECT ACCESS FREQUENTLY ASKED QUESTIONS

Q. Who is NAVTEQ?

A. NAVTEQ is the leading global provider of digital map, traffic and location data that enables navigation and location-based platforms around the world. NAVTEQ supplies comprehensive digital map information to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has approximately 4000 employees located in 196 offices in 43 countries.

Q. What is NAVTEQ Direct Access™?

A. NAVTEQ Direct Access is a program for merchants and retailers to work directly with NAVTEQ to have their POI (points of interest) locations confirmed in the NAVTEQ core map database. This database is then released to hundreds of customers that utilize maps in their devices, applications and/or websites.

Q. What are the benefits of NAVTEQ Direct Access?

A. Guaranteed inclusion in the NAVTEQ® map which is distributed to hundreds of mapping customers:

- 99% of locations included and verified
- Dedicated NAVTEQ account manager for hands-on assistance
- Prioritized data processing
- Direct Access Merchant website to access location data
- Extensive verification process
- We adjust, on average, ~30-50% of data received from merchants

Q. How is my location data input into the NAVTEQ database?

A. Once you submit your data to NAVTEQ Direct Access, NAVTEQ will verify each address and placement of your locations' data in the NAVTEQ map through a series of extensive quality assurance checks and verification procedures and provide in the next quarterly release of the NAVTEQ database.

Q. When will my locations be accessible to consumers?

A. NAVTEQ releases data to its customers on a quarterly basis. Our customers then compile this data with their software and integrate it into their devices and applications at varying frequencies. More details can be provided by your account manager upon signing up.

Q. How will my location stay in the NAVTEQ database?

A. NAVTEQ Direct Access is administered on a subscription basis. NAVTEQ will verify and maintain your location information in the NAVTEQ map as long as you participate in the program.



Q. Who are NAVTEQ's customers?

A. The NAVTEQ map is used by a broad spectrum of business customers, including vehicle manufacturers, mobile device manufacturers, Internet mapping portals, governments and enterprises.

NAVTEQ customers include: Garmin, AVIS, Magellan, Hertz NeverLost, Navigon, Verizon, Toyota, GM, DaimlerChrysler, Honda, Sony, to name a few.

NAVTEQ
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