

## AvMap and Siano receive CES Innovations 2009 Award

Combined GPS and Mobile TV device breaks new ground in In-vehicle entertainment

**Milan, Italy and Netanya, Israel**, 17 November 2008 – AvMap ([www.avmap.it](http://www.avmap.it)), pioneers of GPS navigation and Siano Mobile Silicon ([www.siano-ms.com](http://www.siano-ms.com)), a leading supplier of semiconductor solutions for Mobile Digital TV (MDTV), announced today that the Geosat 6 XTV Navigation device, with Digital TV functionality powered by Siano, was named a winner in the International CES Innovations 2009 Design and Engineering Awards. The Geosat 6 XTV was named an honouree in the 'In-Vehicle Navigation/Telematics/ITS' product category, which recognizes products designed to connect and extend the functionality of location-based devices used in automobiles.



Based on Siano's leading mobile TV receiver and antenna chips, the Geosat 6 XTV offers high quality in-car mobile TV entertainment: unparalleled mobile TV reception extending to rural areas and high mobility performance that will support MDTV whilst travelling at high speeds, eliminating the need for external antennae. The Geosat 6 XTV concentrates in one device an unequalled set of features in addition to Digital TV: advanced GPS navigation, a tri-band GSM phone, alcohol test and multimedia player functions. The device will also feature digital maps and content from Tele Atlas.

"We're delighted to win this award, which is testament to both the novel feature set and rich functionality of the Geosat 6 XTV PND" commented Simone Lazzarini, AvMap's CEO. "It is essential for us to offer our customers, such as Peugeot cars, the ultimate infotainment GPS device, where high performing mobile TV was an essential component."

Alon Ironi, CEO of Siano, added "This is the second year in a row that consumer products powered by Siano's solutions have been honored with a CEA award. Enabling high performance mobile TV integration into GPS devices is an emerging trend – and brings us one step closer to fulfilling our vision of enabling TV viewing on-the-go in every hand-held portable device."

As a widely renowned consumer technology awards program that began in 1976, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering. It is sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

The Geosat 6 XTV navigation device will be displayed at the 2009 International CES, which runs January 8-11, 2009 in Las Vegas, Nevada at Siano's stand number 6224MR and also at the Innovations Design and Engineering Showcase at Booth #72062 ([www.CESweb.org/Innovations](http://www.CESweb.org/Innovations)).

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### About AvMap

AvMap was established in Italy in 1994 within the C-MAP group, the world leader in electronic chart technology. AvMap made its debut in the aeronautical market with the EKP (electronic kneepad), one of the most successful flight navigation systems sold worldwide. AvMap transferred its electronic cartography expertise from the aeronautical to the terrestrial sector, becoming a leader in satellite navigation solutions and fleet tracking systems. Users include the armed forces, police, fire brigades and emergency services. In 1994, AvMap pioneered the sector of GPS portable solutions dedicated to car navigation, launching the 'Desert Cruiser' followed by 'Road Cruiser', 'Geosat GPS', 'Geosat evolution', 'Geosat2', the 'Geosat 4 series', 'Geosat 5 series' and the Geosat 6 series. In 2007 the AvMap's Automotive B2B unit develops new super smart semi-integrated solutions which satisfy the high quality standards of the automotive industry.. AvMap

partners include Peugeot Automobili Italia, Peugeot Portugal, Peugeot Brazil, Citroën Italia, Iveco, Total, Mitsubishi Motor Company Brazil. and many others.

For additional information on AvMap's solutions, please visit: [www.avmap.it](http://www.avmap.it)

#### **About Siano Mobile Silicon**

Siano Mobile Silicon provides integrated silicon receiver and antenna chips for the mobile digital TV (MDTV) market. Tailored specifically for handheld and mobile devices, the company's multi-standard solutions combine high performance with extremely low power and ease-of-design. Siano's products are already shipped in mobile and portable devices all over the world and the company has built a vast customer base including tier-1 PC and mobile handset manufacturers.

For additional information on Siano Mobile Silicon's solutions, please visit: [www.siano-ms.com](http://www.siano-ms.com).

#### **Press contact:**

##### Siano

Caroline Cohen, PR Manager

Tel: +972-9-865-6993 ext. 4173

Email: [carolinec@siano-ms.com](mailto:carolinec@siano-ms.com)

##### AvMap

Chiara Viganò, Marketing and Communication

Tel: +39 0585 631993

Email: [cvigano@avmap.it](mailto:cvigano@avmap.it)