



Wayfinder enters South America with Movistar

This week, Wayfinder's award winning navigation services are being launched in Chile through the mobile operator Movistar. This is Wayfinder's first entry into the South American market.

"Movistar Chile is a great partner to work with now that we are entering the South American market. We think this is the starting point for a long and fruitful partnership and thanks to it, Chilean users will be able to enjoy the best mobile navigation service offered", says Magnus Nilsson, CEO Wayfinder.

Movistar Chile is launching Wayfinder Navigator and its additional location services offering to its entire customer base in Chile. The Wayfinder Navigation service in Chile is based on digital maps from Dmapas.

"It's in our strategy to offer the best available services to our customers and for GPS-navigation services we chose Wayfinder when introducing mobile navigation. It's the best service in its field and Wayfinder has proven to be an excellent partner for us, not least counting Wayfinder's long term partnership with Telefónica in Europe", says José Miguel Torres, Products and Services Manager, from Movistar.

Wayfinder Navigator 7

Wayfinder Navigator combines the best of GPS navigation with the convenience and functionality of a mobile phone. The user is guided from A to B with voice, graphical and map turn-by-turn directions. In addition to the navigation and positioning service, it features a wide range of features and extras, including traffic information, weather reports, information on selected local services and locations of particular interest and patent applied for - Power Search functionality.

For press material and more information, please contact:

Marianne Olsson, Corporate Communications Director

Phone: +46 (8) 555 176 11

Mob: +46 (0) 701 449 020

E-mail: marianne.olsson@wayfinder.com

About Wayfinder

Wayfinder is the leading provider of innovative GPS location and navigation services for connected mobile devices. Advanced functionality combined with ease-of-use is the focus of all our applications and services, be it for utility or just for entertainment. Our clients include major mobile phone manufacturers and operators worldwide, with a steadily increasing user footprint of over one million unique users from North America to India. We have 90 employees and offices in Sweden, Finland, Romania, France, Spain, Germany and the UK. Wayfinder Systems AB is listed on the NGM Equity stock exchange in Sweden. www.wayfinder.com

About Movistar

MOVISTAR is the mobile operation of Grupo Telefónica in Chile, where it has a customer base of approximately 6 million clients, given them the leadership in the domestic market, and also vanguard position in the launching of innovative products and services for mobile industry. MOVISTAR is amongst the best 35 companies to work in, according to the Great Place to Work ranking.