



Routes and Networks for Outdoor Navigation

A Company Presentation

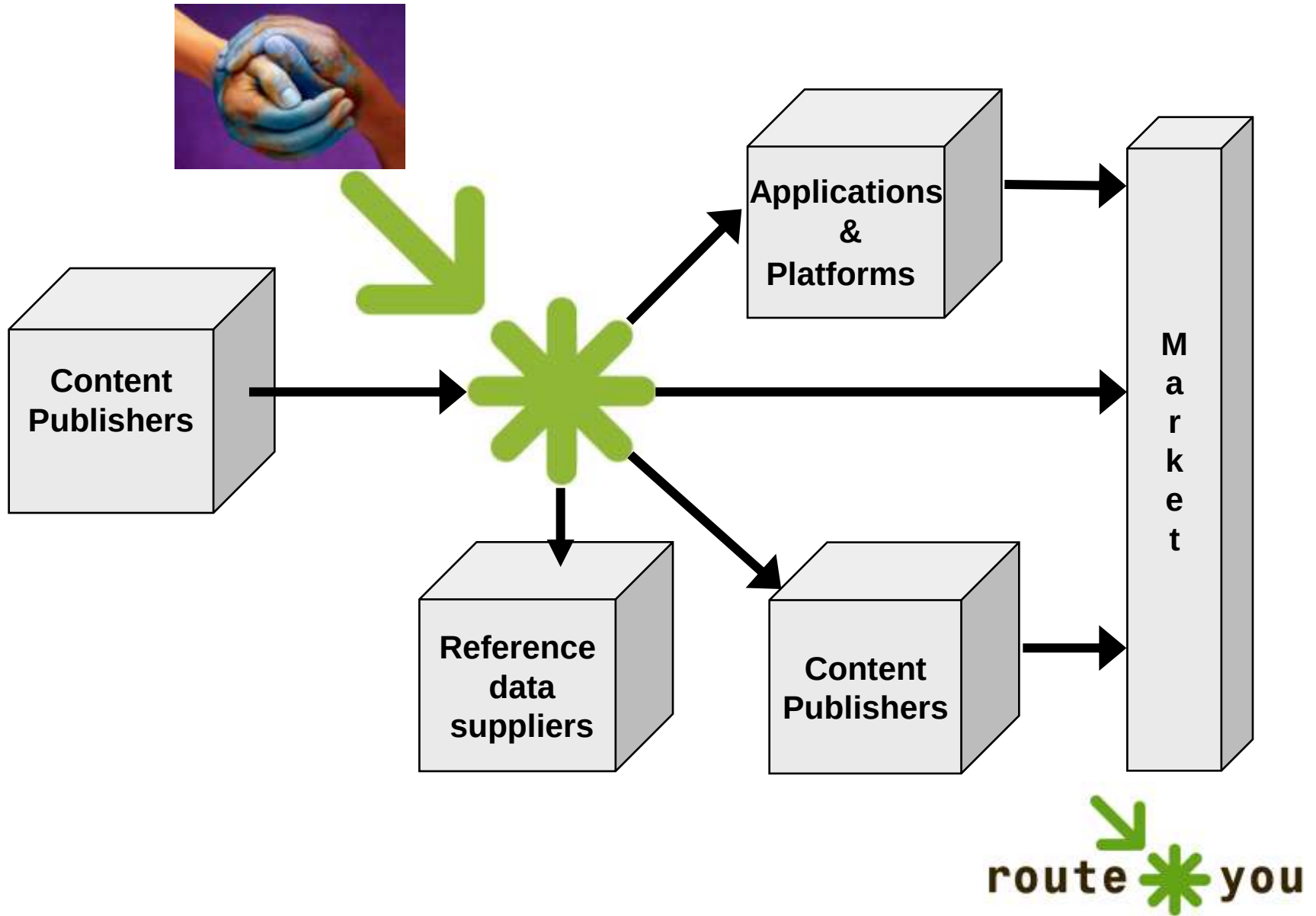
v.1.02

Our Mission

Enable OUTDOOR NAVIGATION,
making ROUTES and ROUTABLE NETWORKS available,
partnering with APPLICATION & NAVIGATION PLATFORMS,
CONTENT PUBLISHERS and REFERENCE DATA SUPPLIERS.



Our Position



Outdoor Navigation

It's becoming "dedicated"

Virtual Partner™—lets you "race" a virtual competitor, making training fun



route * you

Outdoor Navigation

It's the Journey, not the Destination



Outdoor Navigation

It's about Content, less about maps

Food & drinks



Landmarks



Things to do

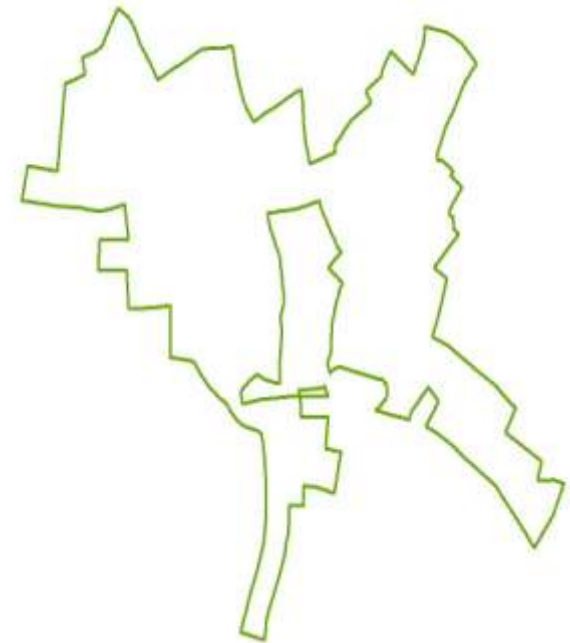
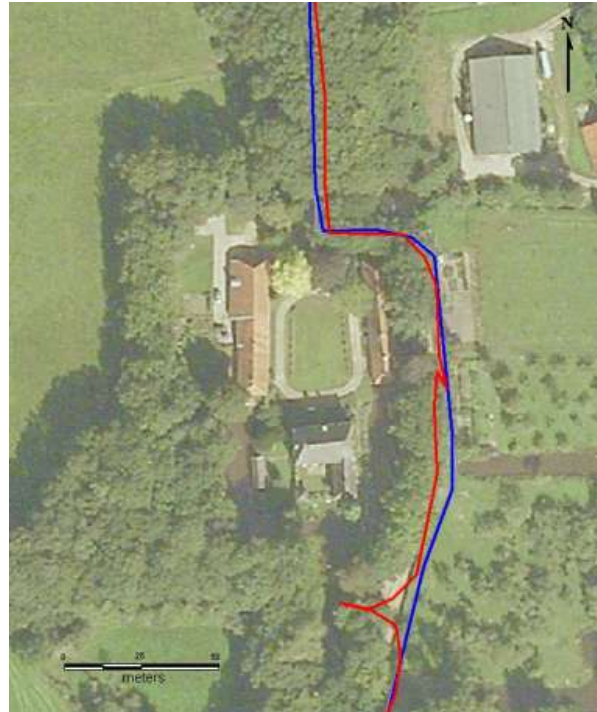


Activities, places



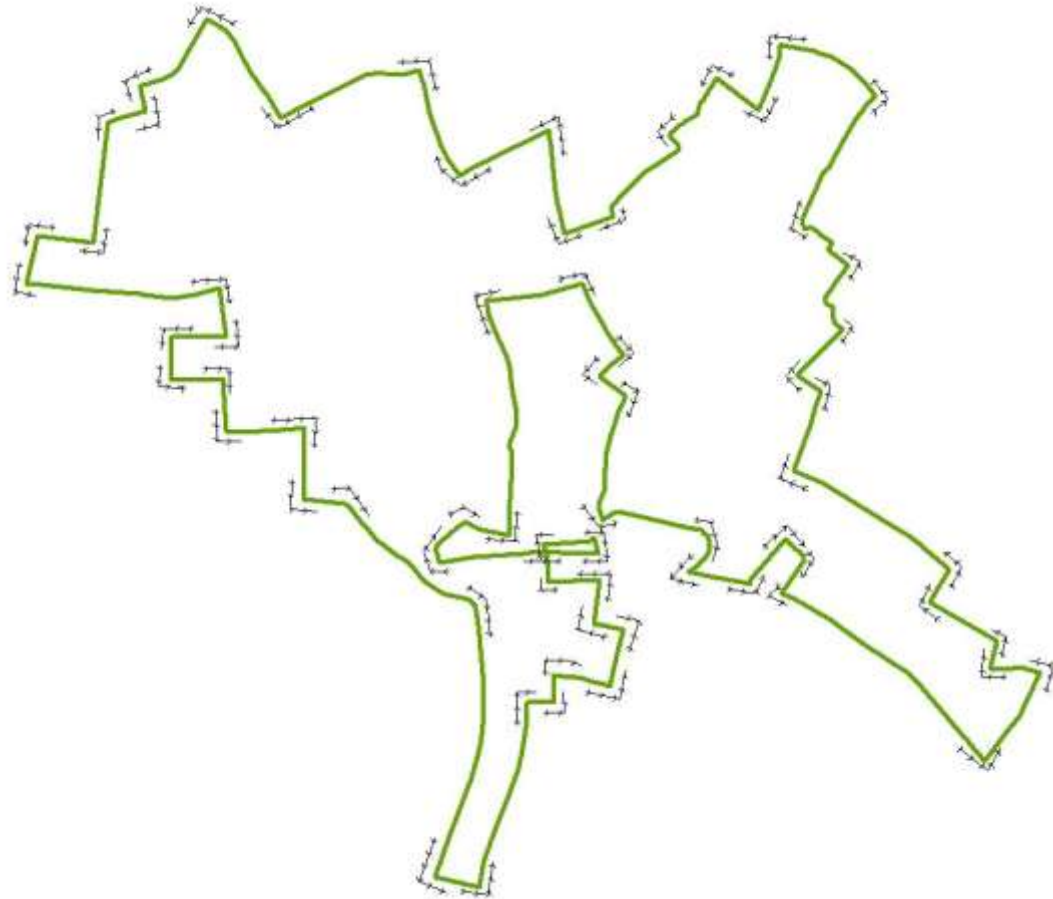
Routes

Precise digitizing



Routes

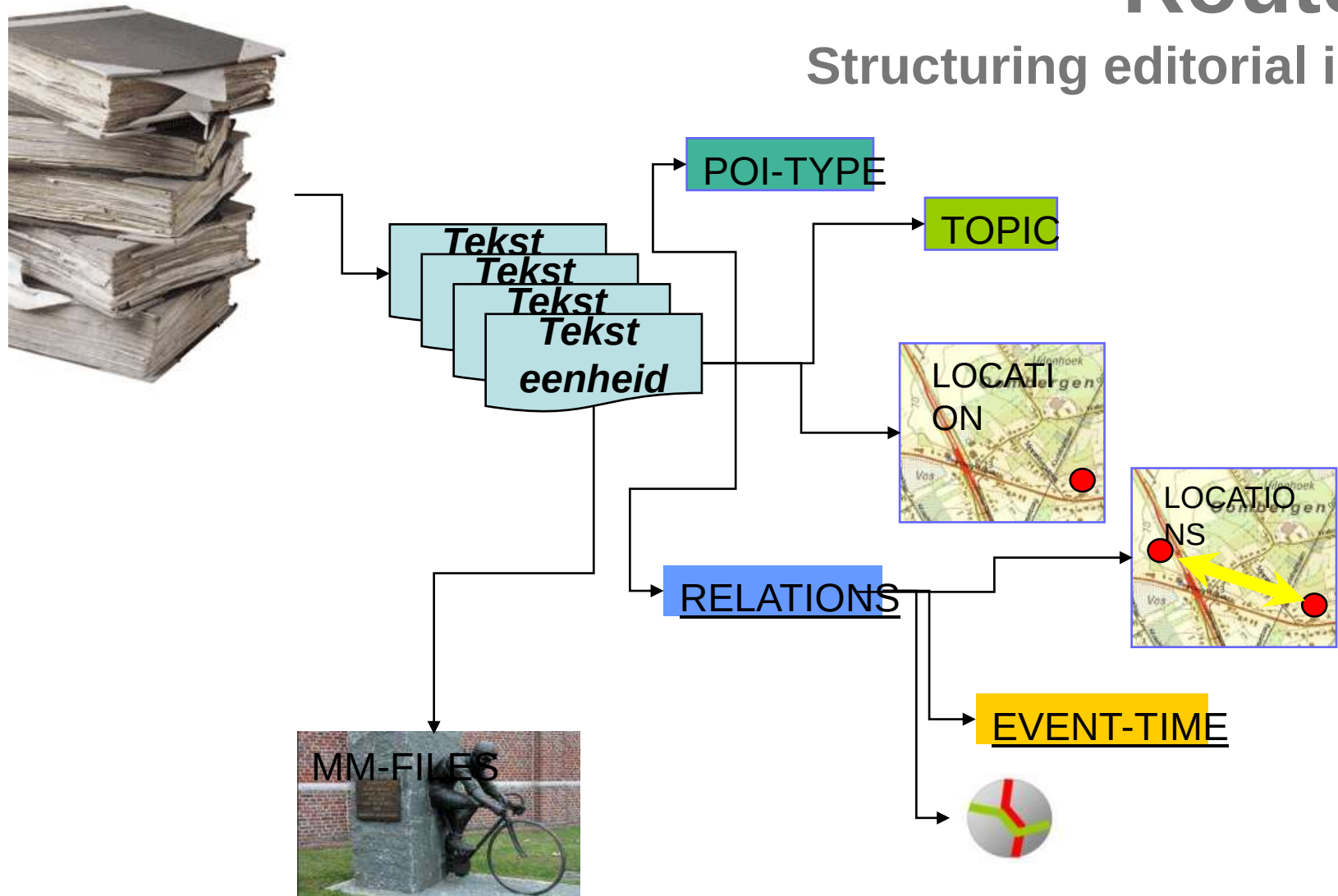
Adding guidance



route  you

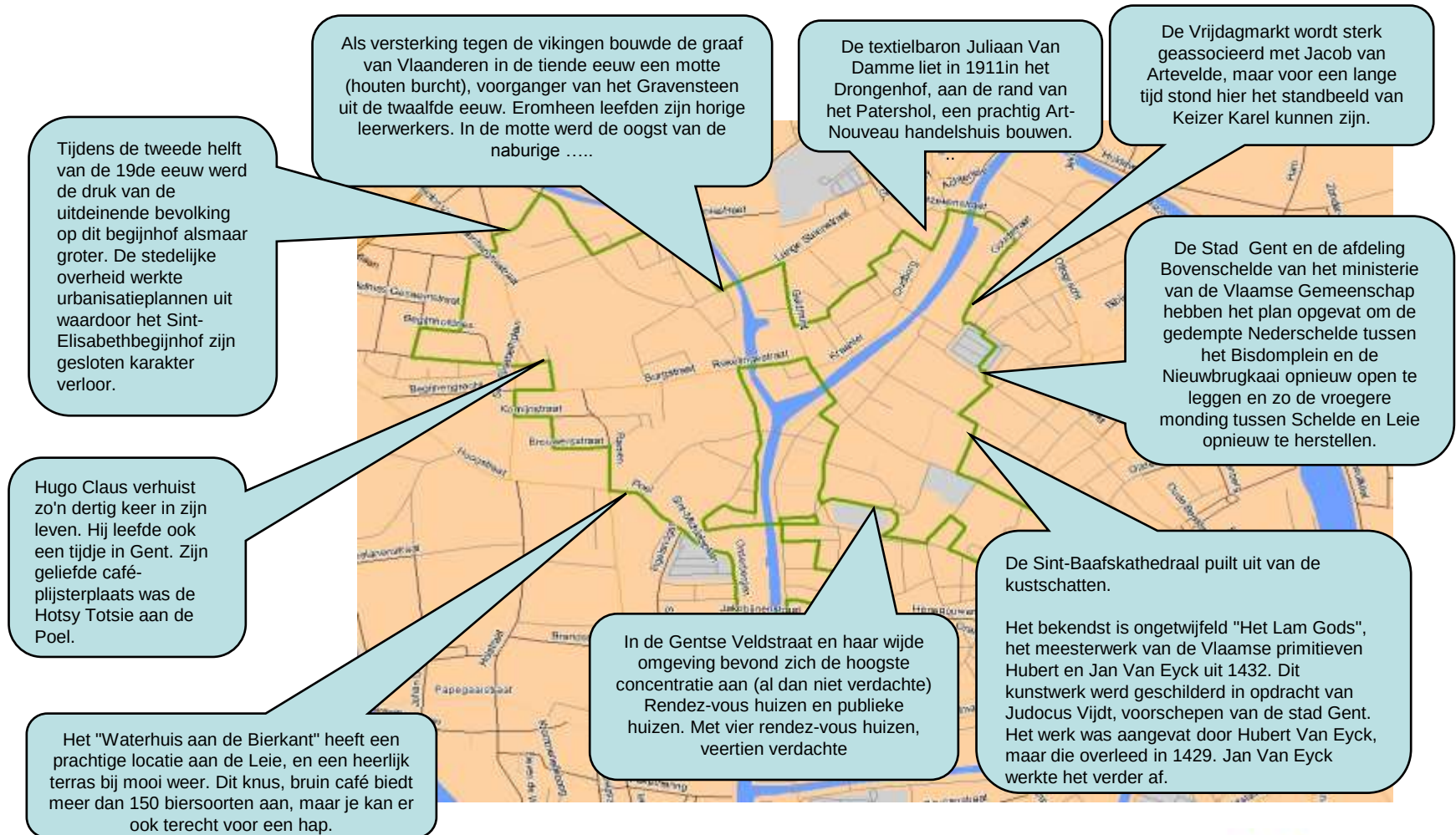
Routes

Structuring editorial info



Routes

Geocoding editorial content



Routable Networks

Principles

- Routing on traditional navigation networks (Tele Atlas, Navteq) is not sufficient for outdoor route planning:
 - Networks contain hardly information on outdoor characteristics
 - Route calculation focused on cars, fastest, shortest
 - Network lacks roads and paths important for outdoor
- Solution:
 - Classification of the network for outdoor use (biking, cycling, walking)
 - Extension of the network with most important road and path connections

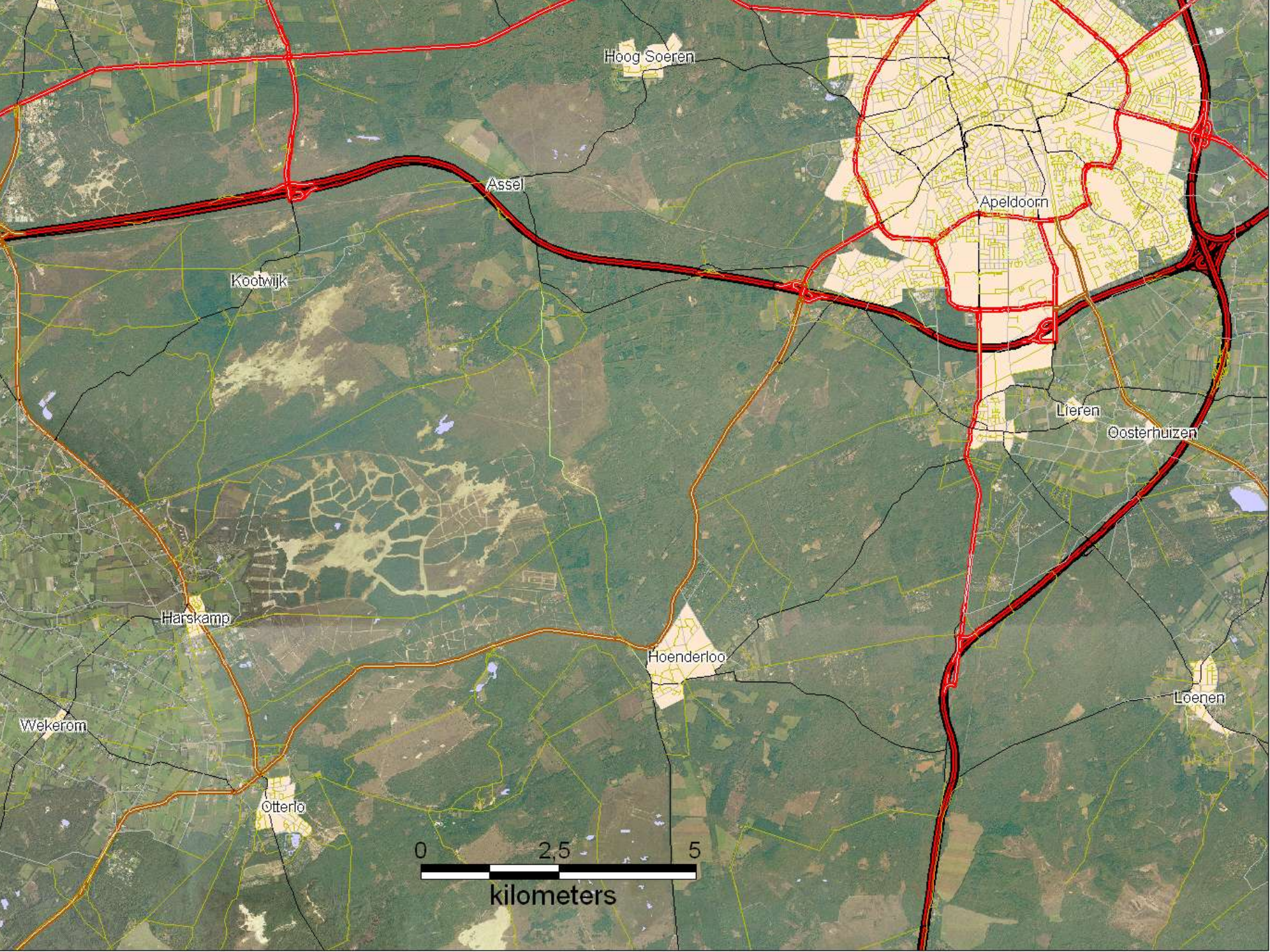


Network Classification

Approach

- Tele Atlas network is re-classified for different kind of outdoor routing on basis of the following principles:
 - More than 30 Tele Atlas attributes are used to calculate and associate a resistance for walking, cycling, biking, ... to each of the road elements. Examples of attributes that influence the resistance for cycling:
 - » + Part of wood - Part of industrial area
 - » + Along water - Higher road class
 - Existing tracks on the internet are analyzed and evaluated in terms of popularity
 - Routes digitized on RouteYou are analyzed and evaluated





Hoog Soeren

Assel

Kootwijk

Apeldoorn

Lieren

Oosterhuizen

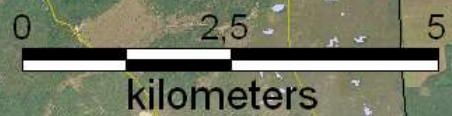
Harskamp

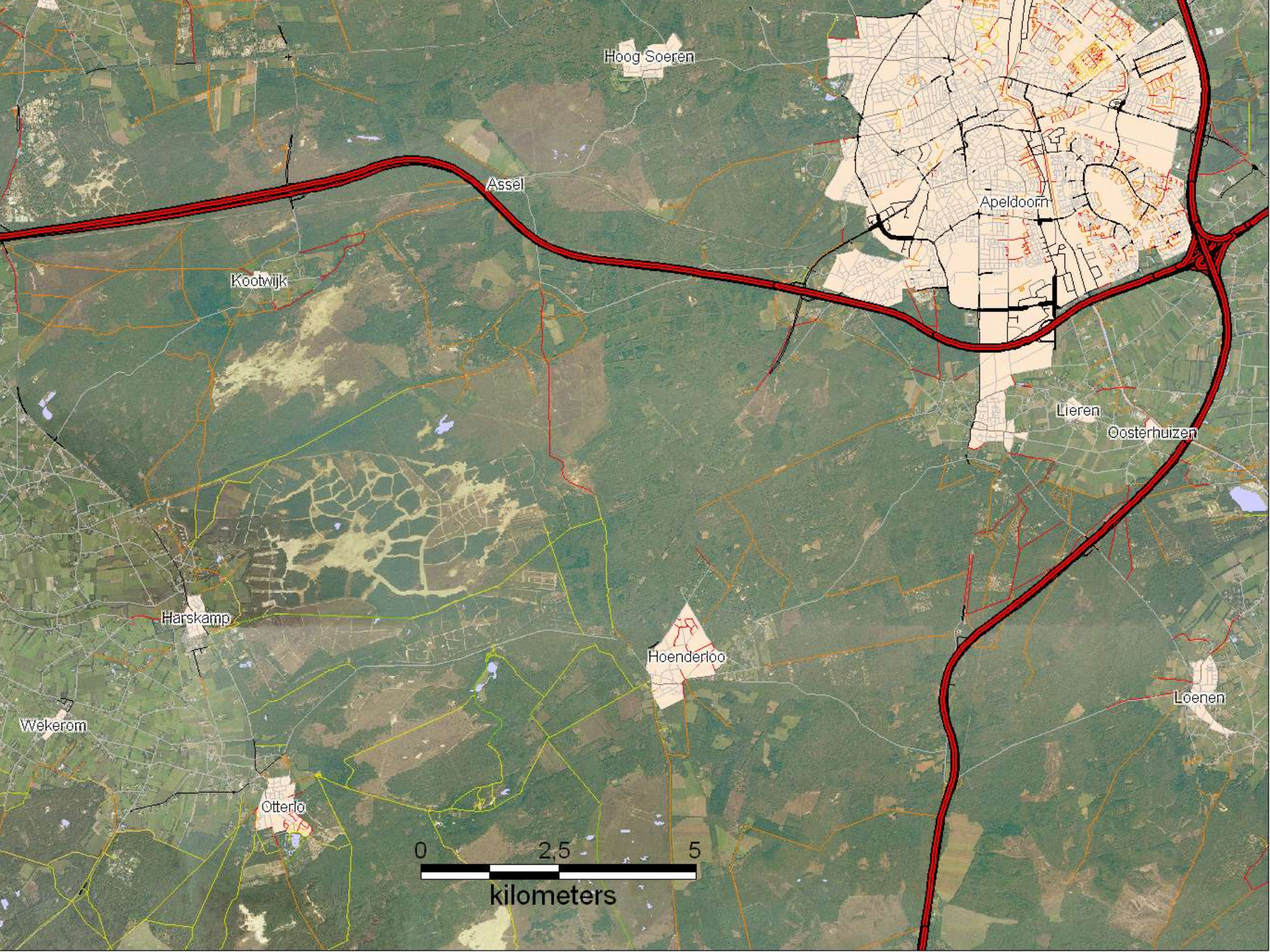
Hoenderloo

Loenen

Wekerom

Otterlo





Hoog Soeren

Assel

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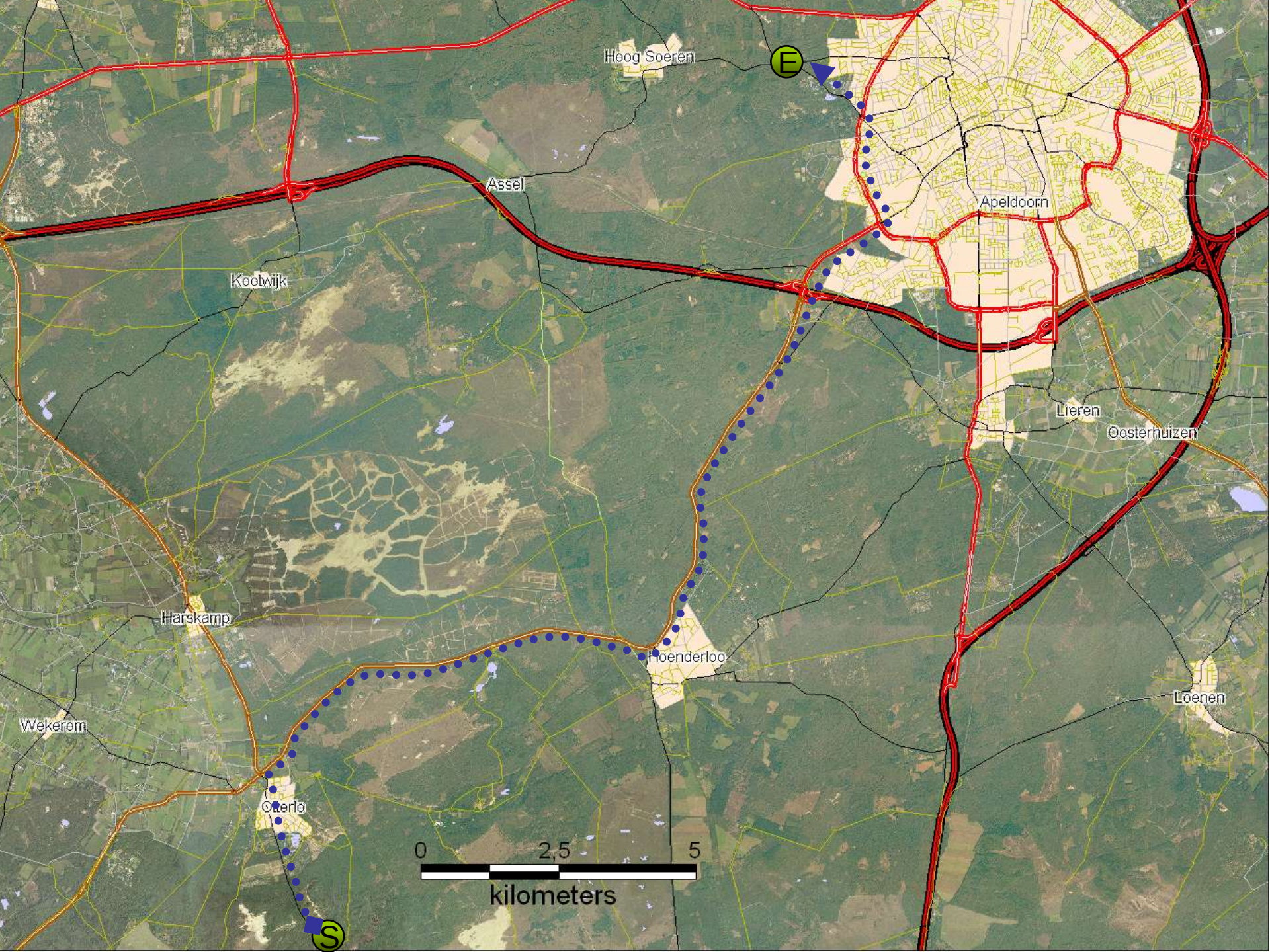
Wekerom

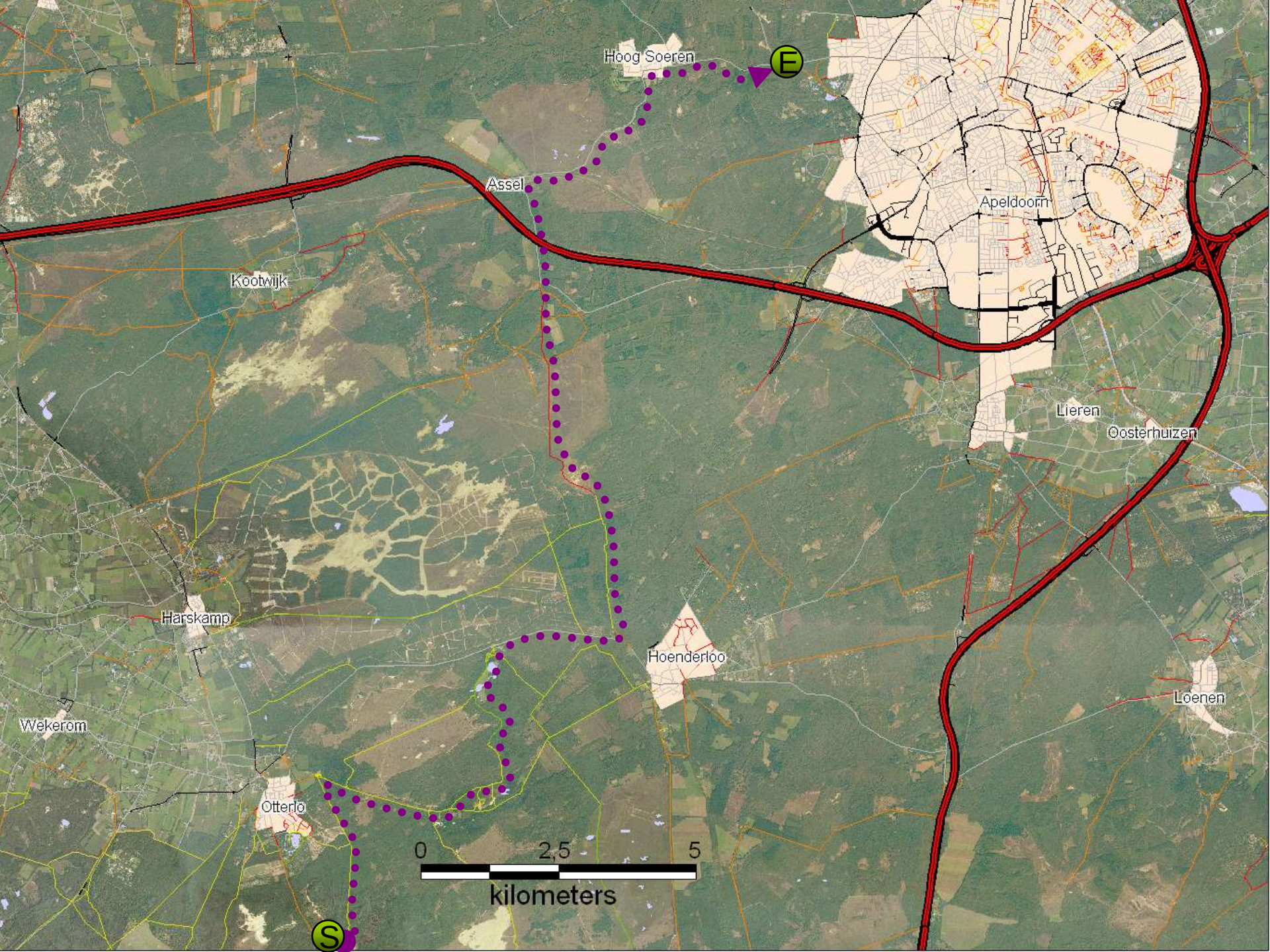
Otterlo

Hoenderloo

Loenen

0 2,5 5
kilometers





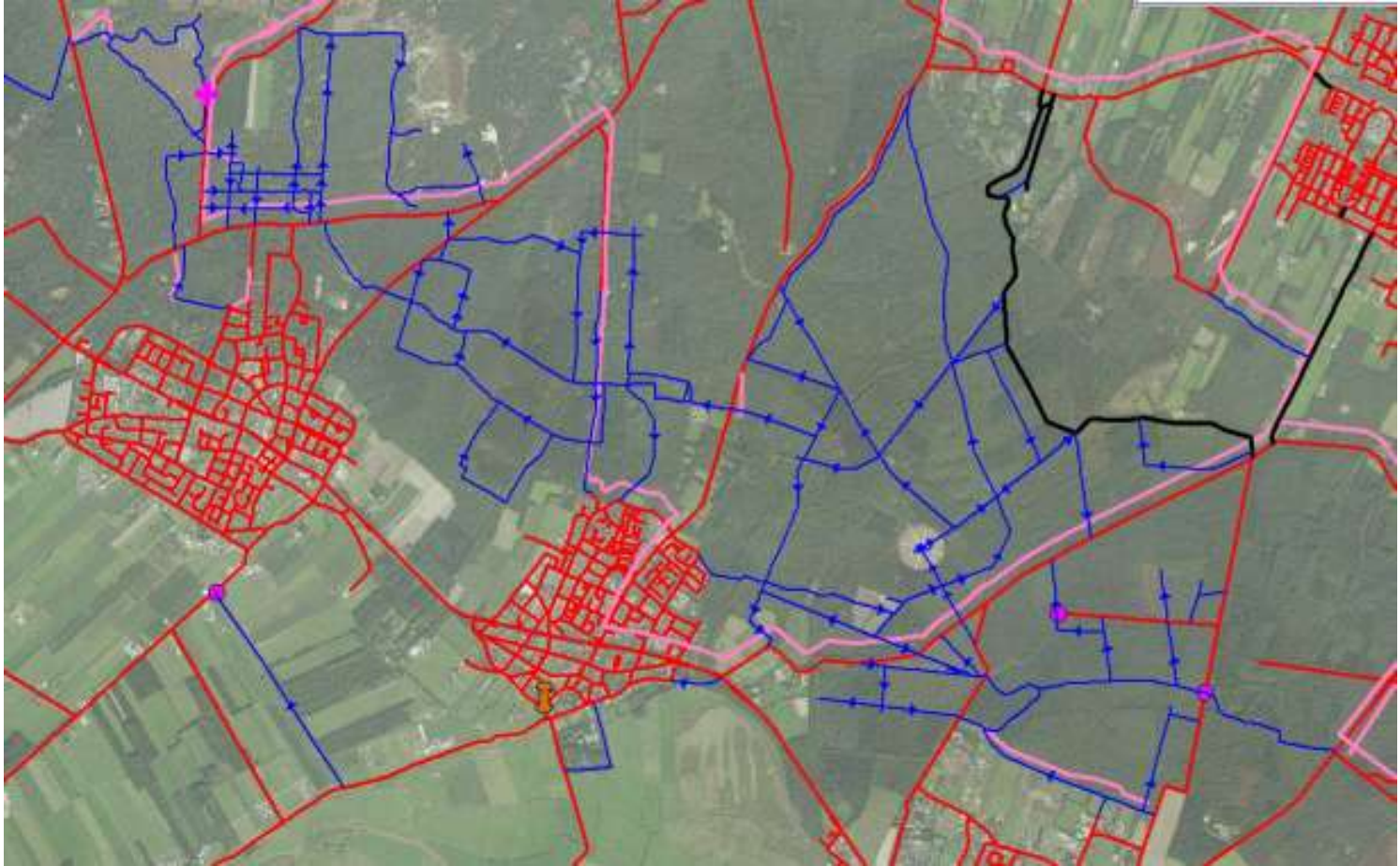
Network Extension

Missing links/geometry



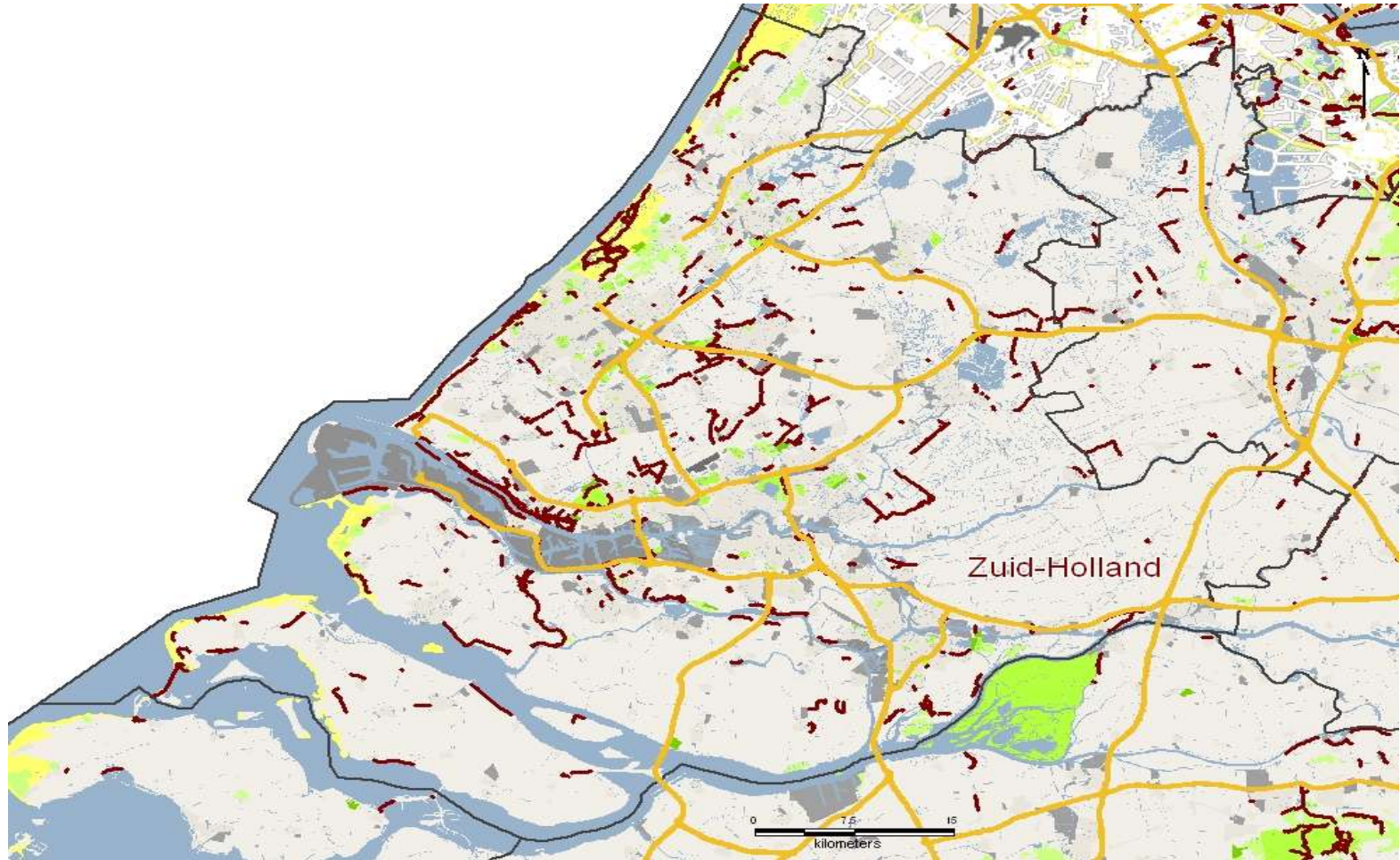
Network Extension

E.g. de Utrechtse heuvelrug



Network Extension

e.g. Nederland

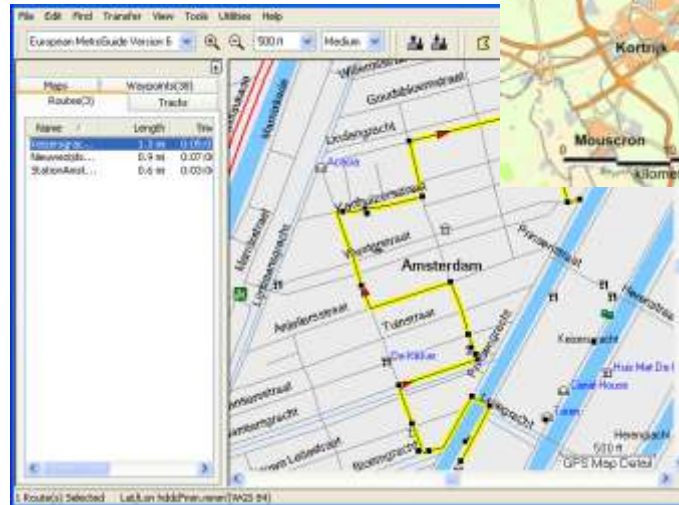


Partnering

With application & navigation platforms

For platform specific product development of:

- Tracks
- Waypointlists
- TbTRoutes
- Routable Networks
- ...



Partnering

With content publishers

- Publishing their routes
- Accessing editorial content
- Updating
- Bundel sales and distribution



toerisme
vlaanderen



Partnering

With reference data suppliers

For production and data integration

- Tele Atlas Vector Maps
- NGI raster maps
- Aerial Imagery Aerodata, NGI
- Google Maps
- ...



Our Business Concept

SERVICES

PRODUCTION



HOSTING



FORMAT CONVERSIONS



WEBSITE

VIEWER



PLANNER



PUBLISHER



PRODUCTS

B2C WEB PRODUCTS



BUNDLE PRODUCTS



Our Business Concept

General

- Our business concept is based on the following paid services and product selling:
 - Online Consumer Business
 - Production & Engineering Services
 - Advertizing Services
 - Web Services
 - B2B route and network sales



Business Concept

Online consumer business

- A selection of professional high quality routes is offered as payable download on the website of RTY. All revenues are shared with the owner of the routes. E.g.:
 - Lannoo Motor routes
 - Nordic walking routes Step Away
 -
- Specific products that can be associated with certain routes will be sold online via RouteYou.com. E.g.:
 - Reselling teh Lannoo Motormap
 - Offering a specific arrangement associated with a route
 -
- Specific website functionality will be offered as a service on basis of subscription models. E.g.:
 - Download of routes in specific platform formats
 - Routeplanning and printing on NGI topomaps as a reference
 - Routeplanning along specific networks
 -



Business Concept

Production & Engineering Services

- To enable publishers, authors, platforms or user groups to publish their own routes on RouteYou, RTY sells specific production and engineering services:
 - Production and publishing of routes on RouteYou.com (e.g. City walk Ghent)
 - Development and online support of specific download formats
 - Production and development specific routable networks (e.g. Cycling network for Garmin)
 - Production and development of specific route planners (e.g. Along a specific network (e.g. a regional cycling node network))



Business Concept

Advertising Services

- To enable publishers, authors, platforms or users to publish advertisements on RouteYou.com , RTY offers a number of advertisement possibilities on the website:
 - Context related advertisement via Google Adwords
 - Site related advertisement via Google Adwords
 - Site related advertisement directly via RouteYou
 - Route and group related advertisement via RouteYou:
 - In the header of a group
 - In the header of a route
 - As a POI along a route



Business Concept

Web Services

- To enable publishers, authors, platforms and user groups to offer the RouteYou functionality integrated in their own website, RTY offers a number web services:
 - Standard route viewer plug in for individual routes published on RouteYou. Fixed lay out. Purchasing or downloading via the RouteYou website. Including all direct advertisement that is route related.
 - Route viewer plug in with customizable lay and download support via RTY.
 - Route Planner plug in with customizable lay-out
 - Full platform integration in the client's website



Web Services

Standard Viewer





- Home
- Routes
- Evenementen
- Nieuws
- Over ons
- Contacteer ons
- Onze partners

 Snel zoeken
 

BEL, Helchteren - Spa: Demo Motor Route Lannoo



Kanne

Kanne, het mergeldorpje is slechts een zakdoek groot. De parel van de Jekenvallei noemen de grenstoeristen het. Kanne ziet er wit uit, en dat heeft alle te maken met de witte mergelsteen waaruit men huizen optrok. Het is bijna zo wit als het witste der witte dorpen, het vlakbij gelegen Thorn.

De krijt- of mergellagen die in dit deel van Haspengouw nog altijd gretig ontgonnen worden, denken aan de oementindustrie, stammen uit het Krijttijdperk, 125 tot 60 miljoen jaar geleden. De ontginning werd door de Romeinen ingezet, allerlei Romeinse bouwwerken werden uit mergelsteen opgetrokken. Later werden met de witte mergelsteen keken, huizen en kastelen gebouwd, ook in Kanne.

De mergelgrotten zien er

[Over ons](#) [Contacteer ons](#) [Nieuws](#) [Onze partners](#)

Web Services

Customized Viewer

The screenshot shows the Touring website in a Microsoft Internet Explorer browser window. The address bar displays <http://www.touring.be/>. The website features a blue header with the Touring logo and navigation links: Home, Sitemap, Contact, FR, and NL. Below the header is a green navigation bar with buttons for Routes, Vrije tijd, Dagelijks leven, and My Touring. The main content area displays a route from Woudrichem to Blokkert, with a distance of 313 km. The route is shown as a line with markers for various locations: Start, Veer Aalst, Rossum, Dodewaard, Doornenburg, 's Heerenberg, Elburg, Urk, and Blokkert. A sidebar on the left provides links for the route, including 'Nld 01 Woudrichem - Scheerwolde', 'Terug naar', 'Nederland', 'Hoofdpunten', 'Route download', and 'Route download'. Below the route, there is a map of the region and a description of Kasteel Doornenburg. The description states: 'Kasteel Doornenburg. Vlak bij het natuurgebied De Gelderse Poort – lijkt op een gigantische vierkantshoeve. Eris een hoofd- en een voorburcht, "de grootste en mooiste van Nederland" wordt gezegd. Wat Doornenburg uniek maakt, is dat binnen de omwalde muren behalve een kapel en woontoren ook een boerderij is ondergebracht.' A photograph of the castle is also shown. On the right side, there is a green sidebar with a photo of a person and text: 'Wie beschermt je als je vakantie in het water valt? Touring no stop, de jaarlijkse annuleringsverzekering. Bestel nu.' The bottom of the browser window shows the Windows taskbar with the start button and several open applications: Touring - Wees gerust..., Microsoft PowerPoint..., Touring - Microsoft In..., and Clipboard03 - Infraview.

Web Services

Standard Planner

 **onroute**

ROUTES VOOR ONROUTE

- ▶ HOME
- ▶ NIEUWS
- ▶ HELPDESK
- ▶ BESTELLEN
- ▶ ROUTES
- ▶ ANWB KAMPIOEN
- ▶ ANWB PROMOTOR
- ▶ WIEZO

↑

←

→

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+

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Zoom ...

Statistics
Length : 0 m
Points : 0

Submit

Clear

Track

POI

Suggest

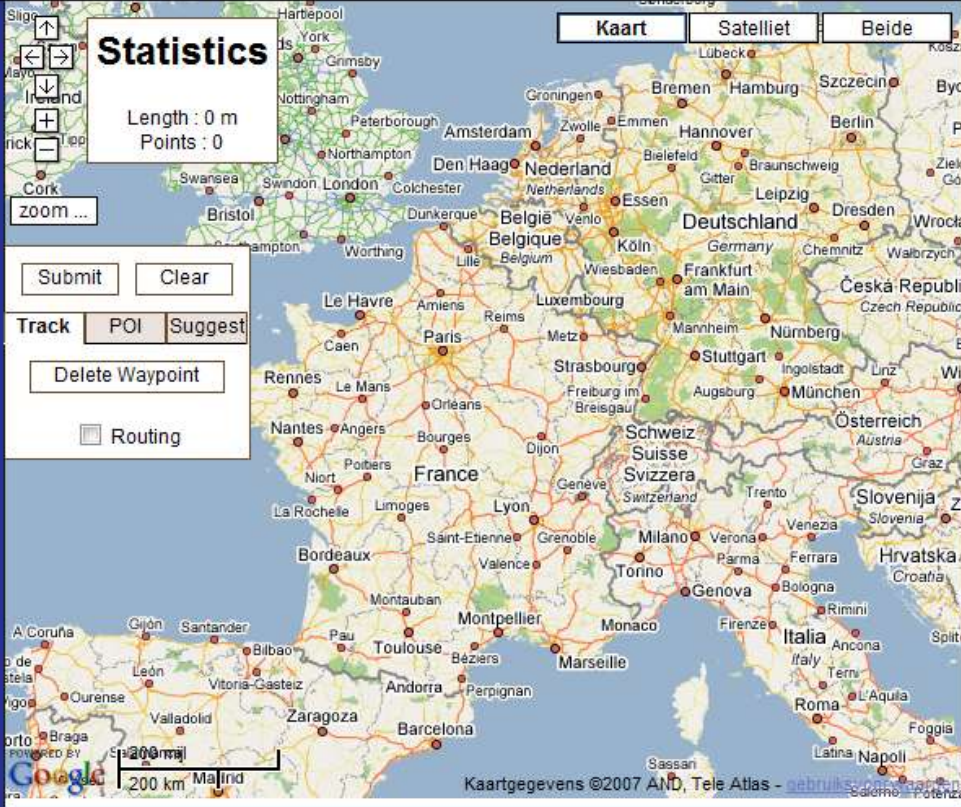
Delete Waypoint

☐ Routing

Kaart

Satelliet

Beide



Kaartgegevens ©2007 AND, Tele Atlas - gebruik is beperkt

 **route*you**

Business Concept

B2B Route and Network Sales

- To enable publishers, authors or platforms to resell or use the routes and specific routable networks of RouteYou, we offer different distribution possibilities to our business partners:
 - Bundle
 - After Market
 - Online
- Revenue is shared with all parties that contributed to the product.

