



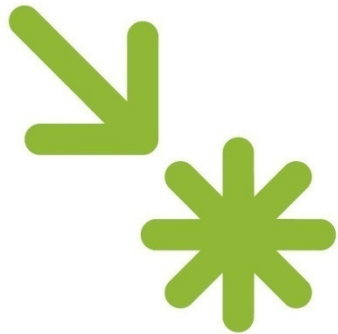
**Routes, Networks, Route
Planners, Route Explorers,
Communities
for Outdoor Navigation**

A Company Presentation

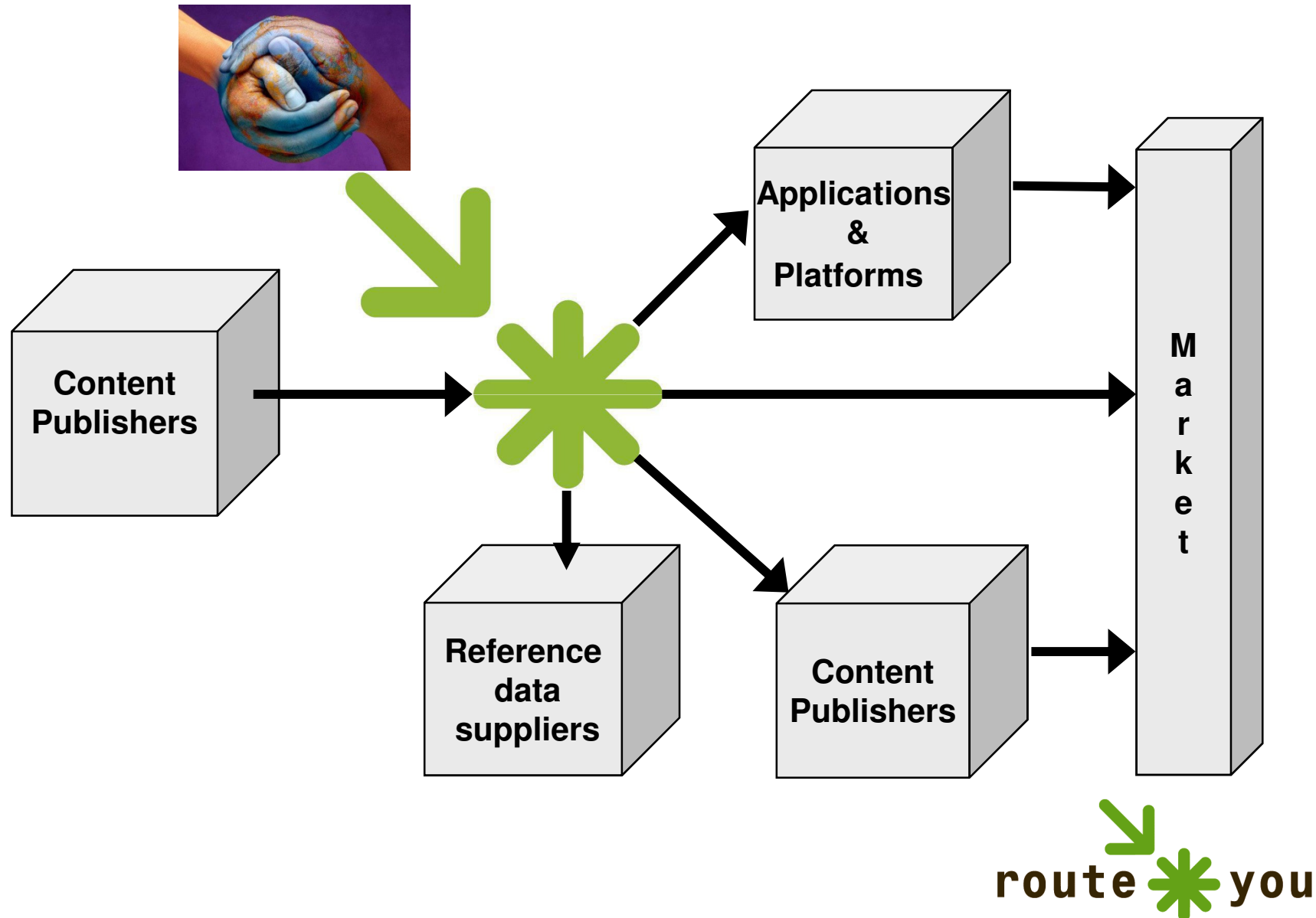
v.1.03

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



BUY TODAY! [CLICK HERE](#)
or call 1-877-LOCATE1

[Click Here for Special Offer](#)

Shipping in September!

★ [CLICK HERE](#) for interactive demo!

★ [CLICK HERE](#) for more product info!



Point & Learn

iPointer quickly provides customers with

- Multimedia content
- Dynamic event schedules
- Helpfull messages from System Operators
- Coupons and Discounts



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Outdoor Navigation

It's the Journey, not the Destination

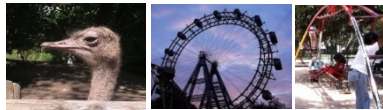


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Outdoor Navigation

It's about Content, less about maps

Food & drinks



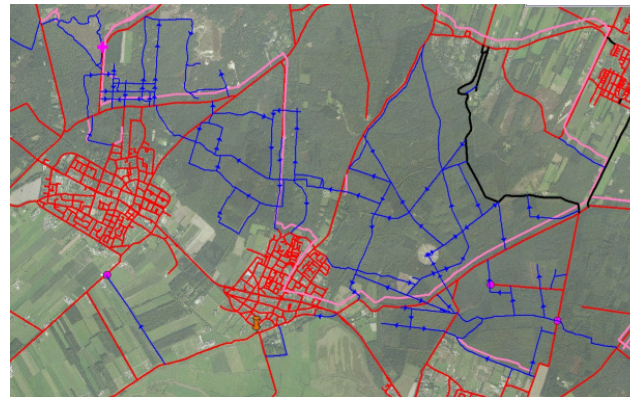
Landmarks



Activities, places

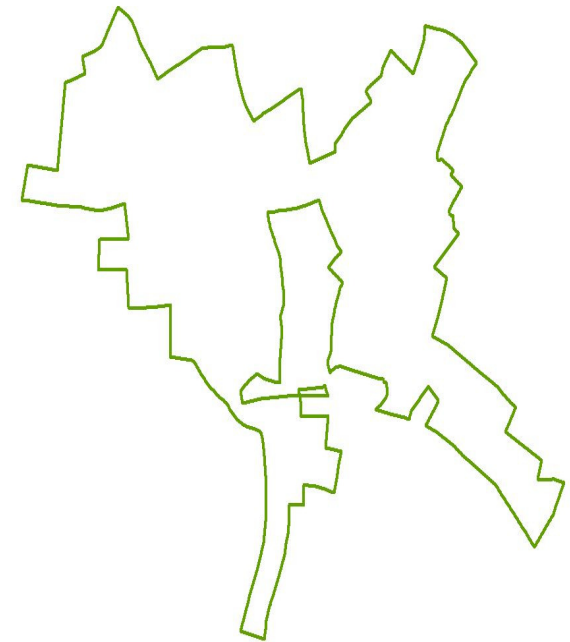
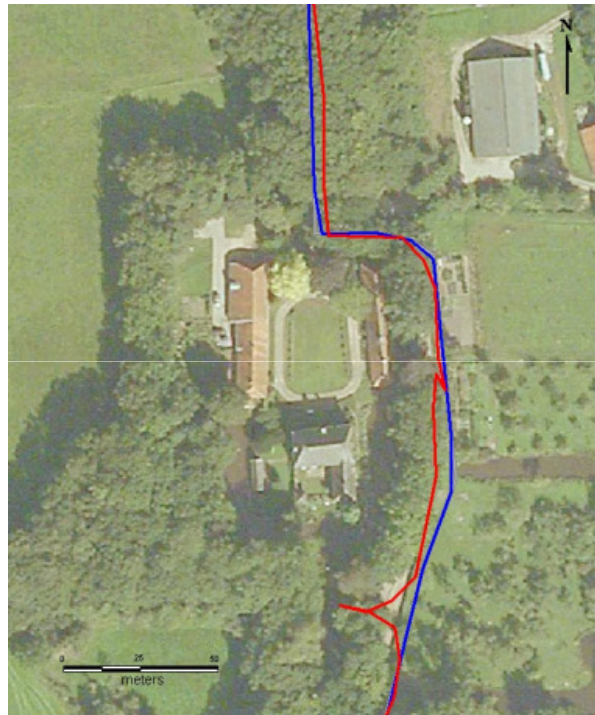


Things to do



Routes

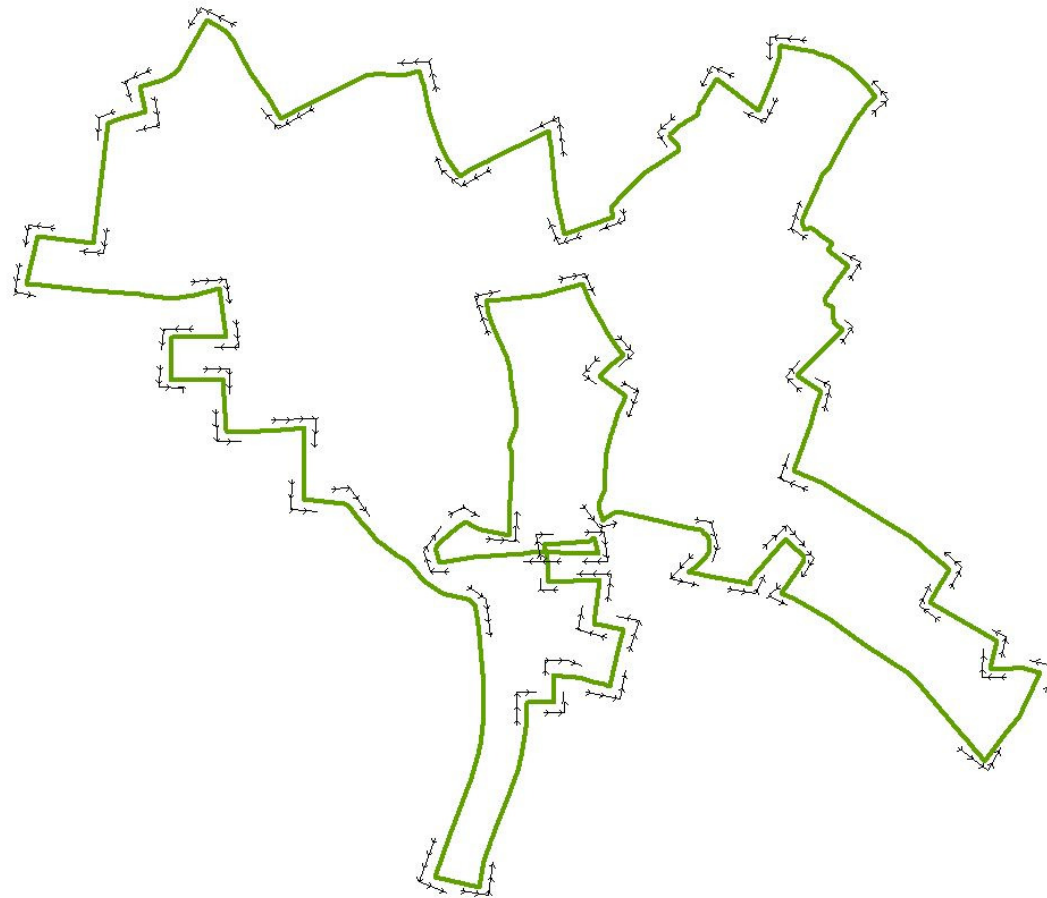
Precise digitizing



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Routes

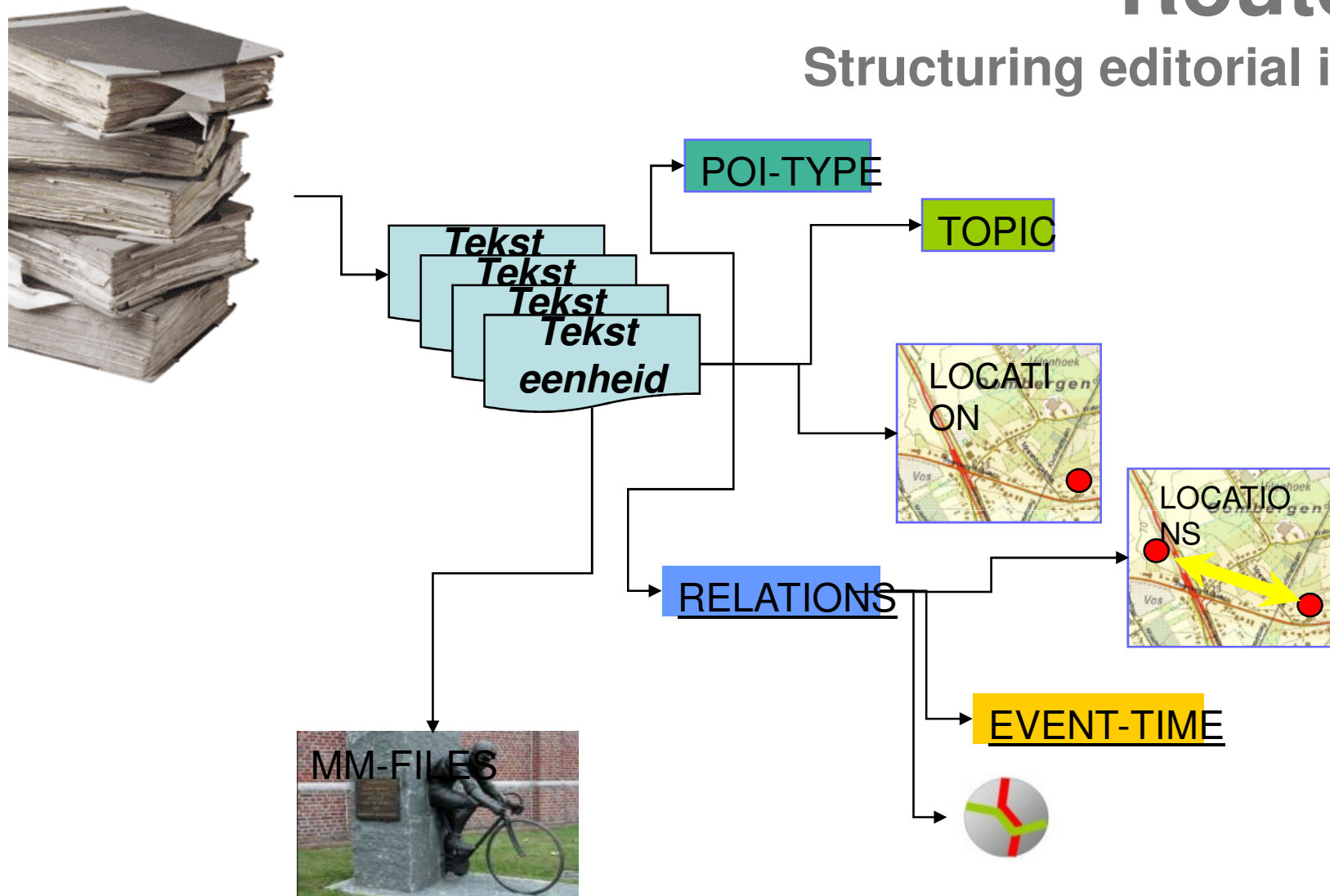
Adding guidance



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Routes

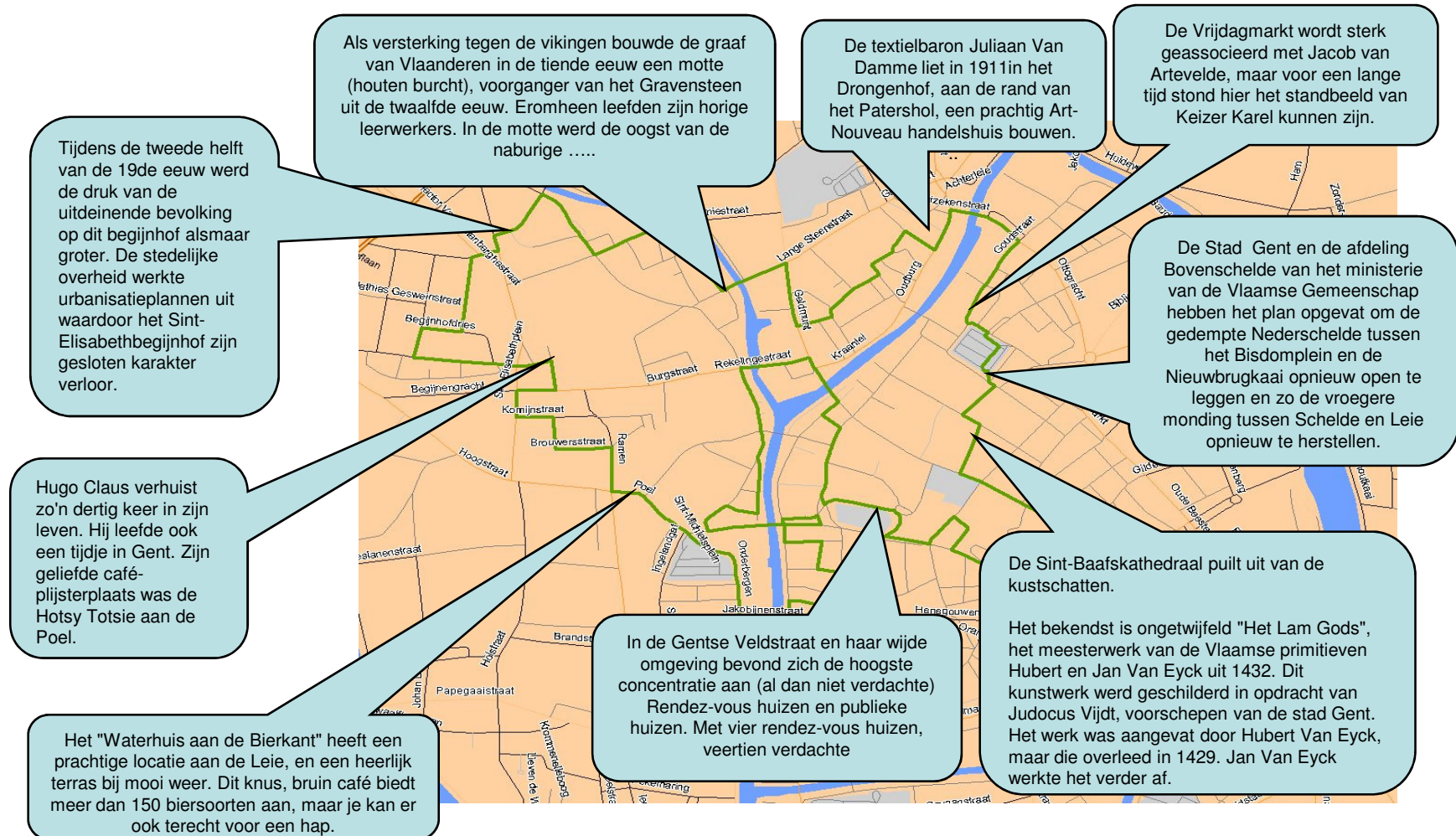
Structuring editorial info



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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

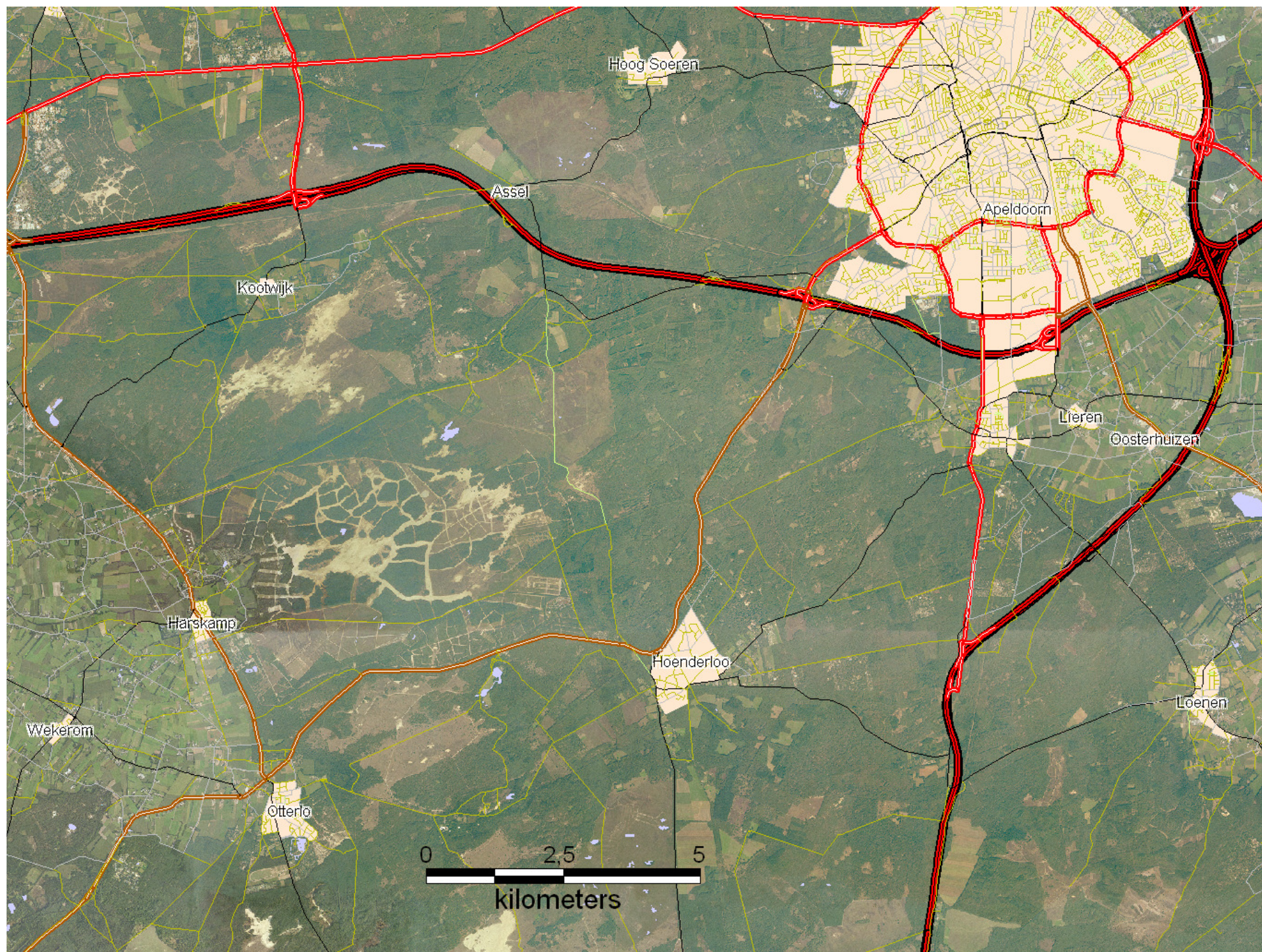


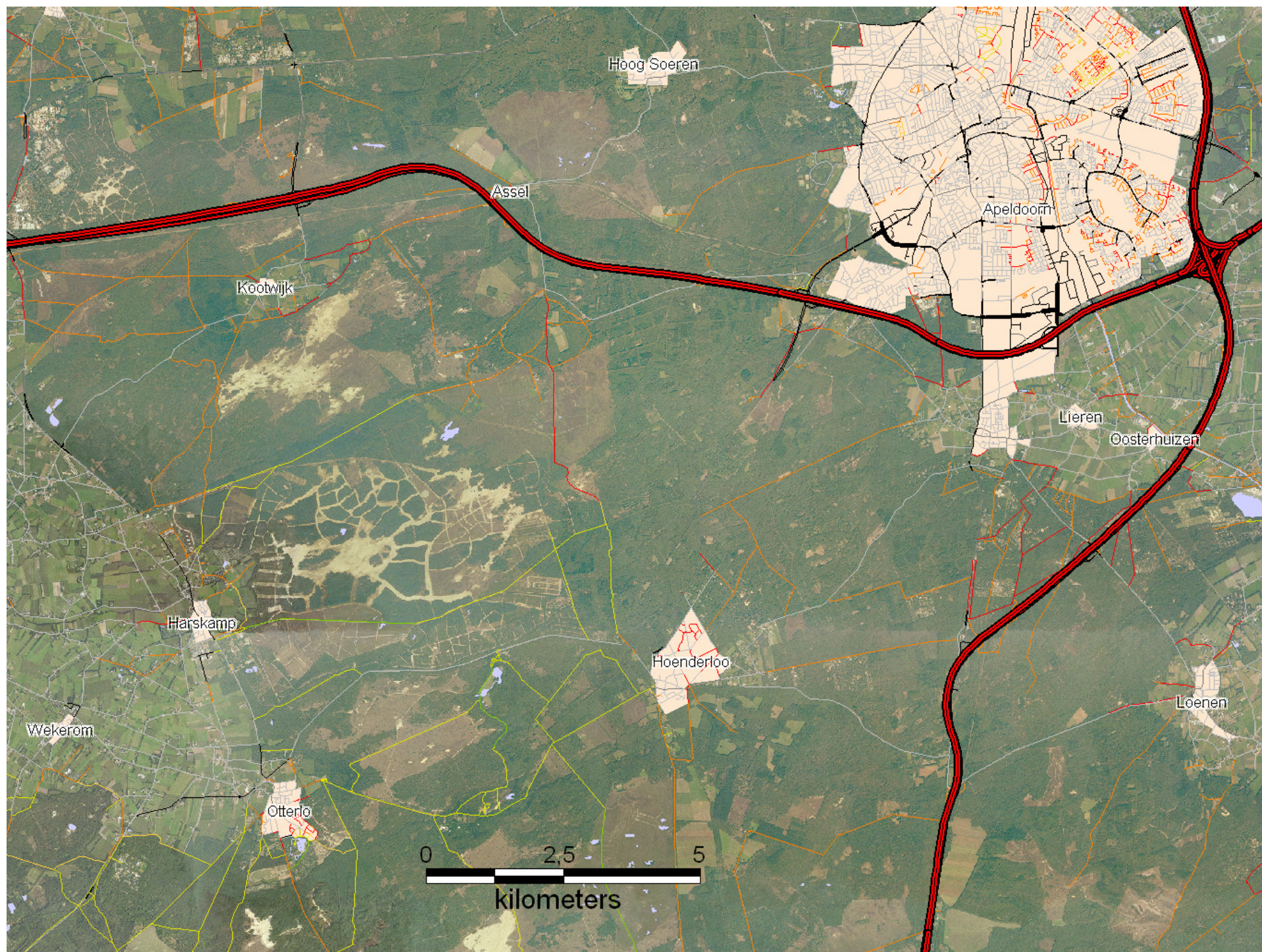
Network Classification

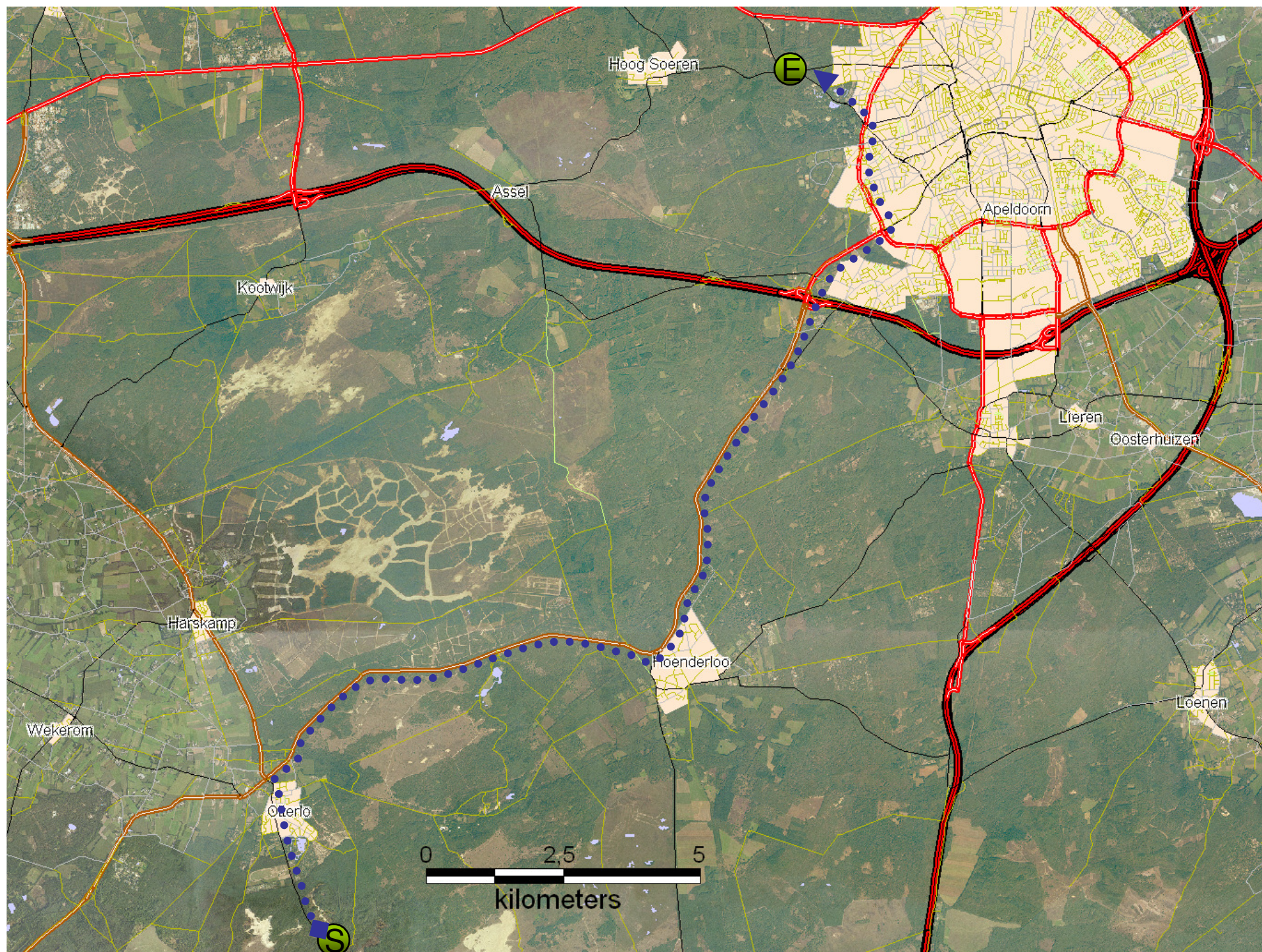
Approach

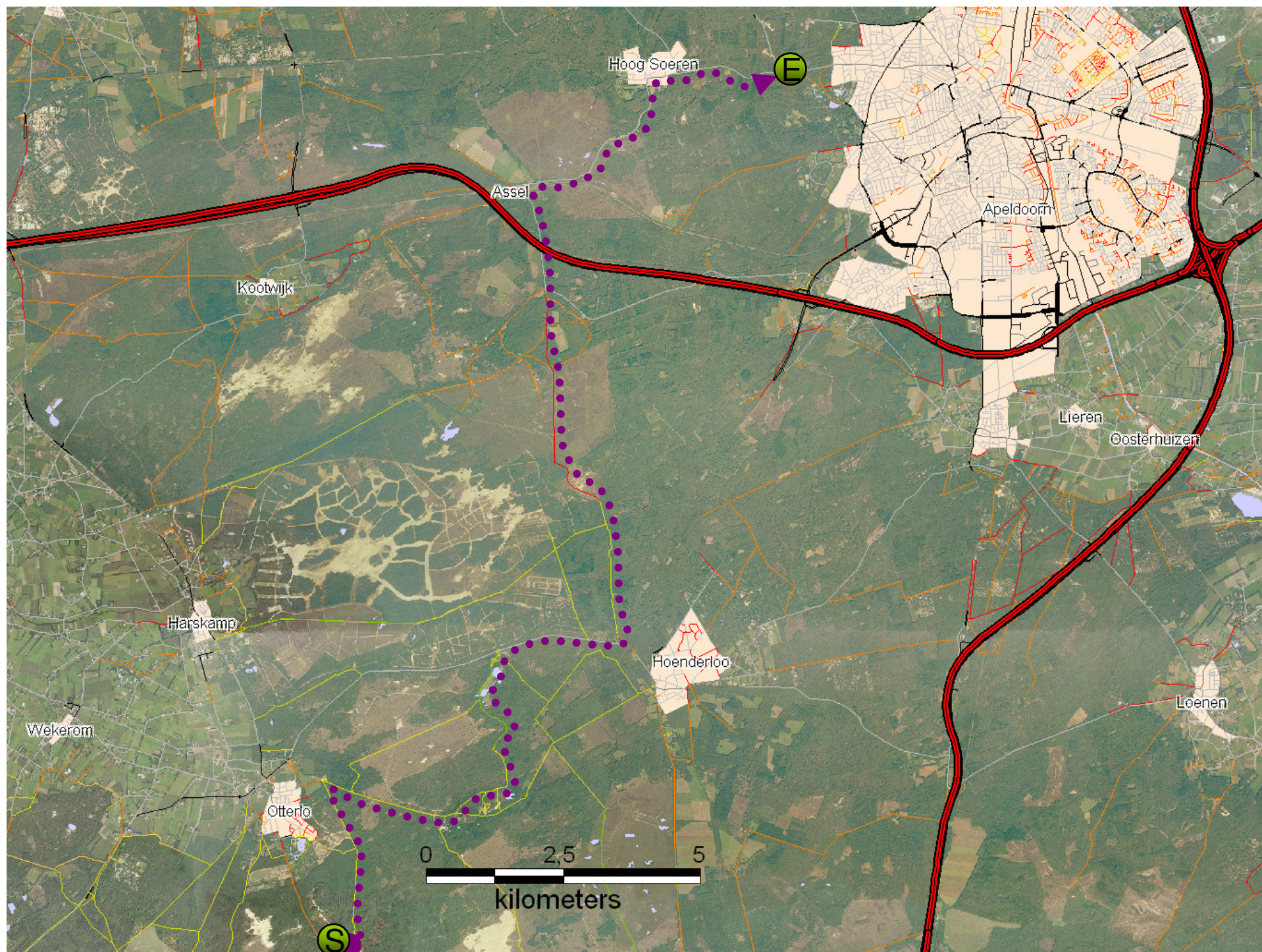
- Tele Atlas network is re-classified for different kind of outdoor routing on basis of the following principles:
 - More than 30 Tele Atlas attributes are used to calculate and associate a resistance for walking, cycling, biking, ... to each of the road elements. Examples of attributes that influence 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





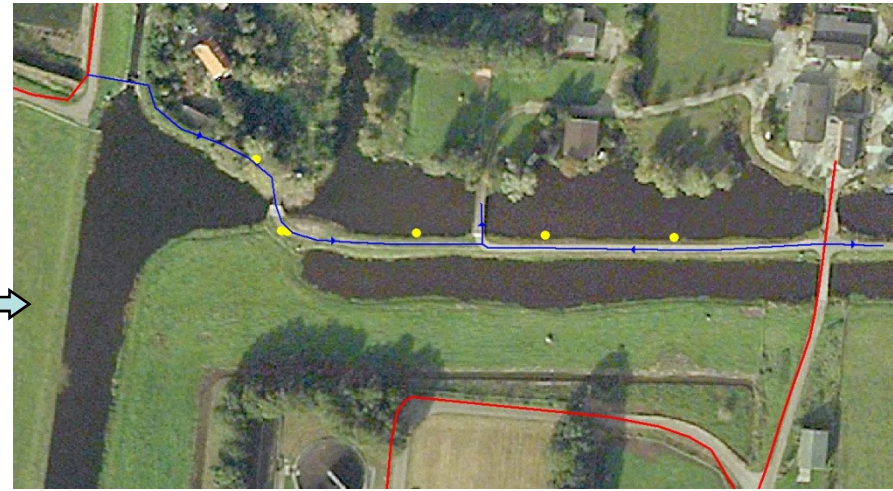






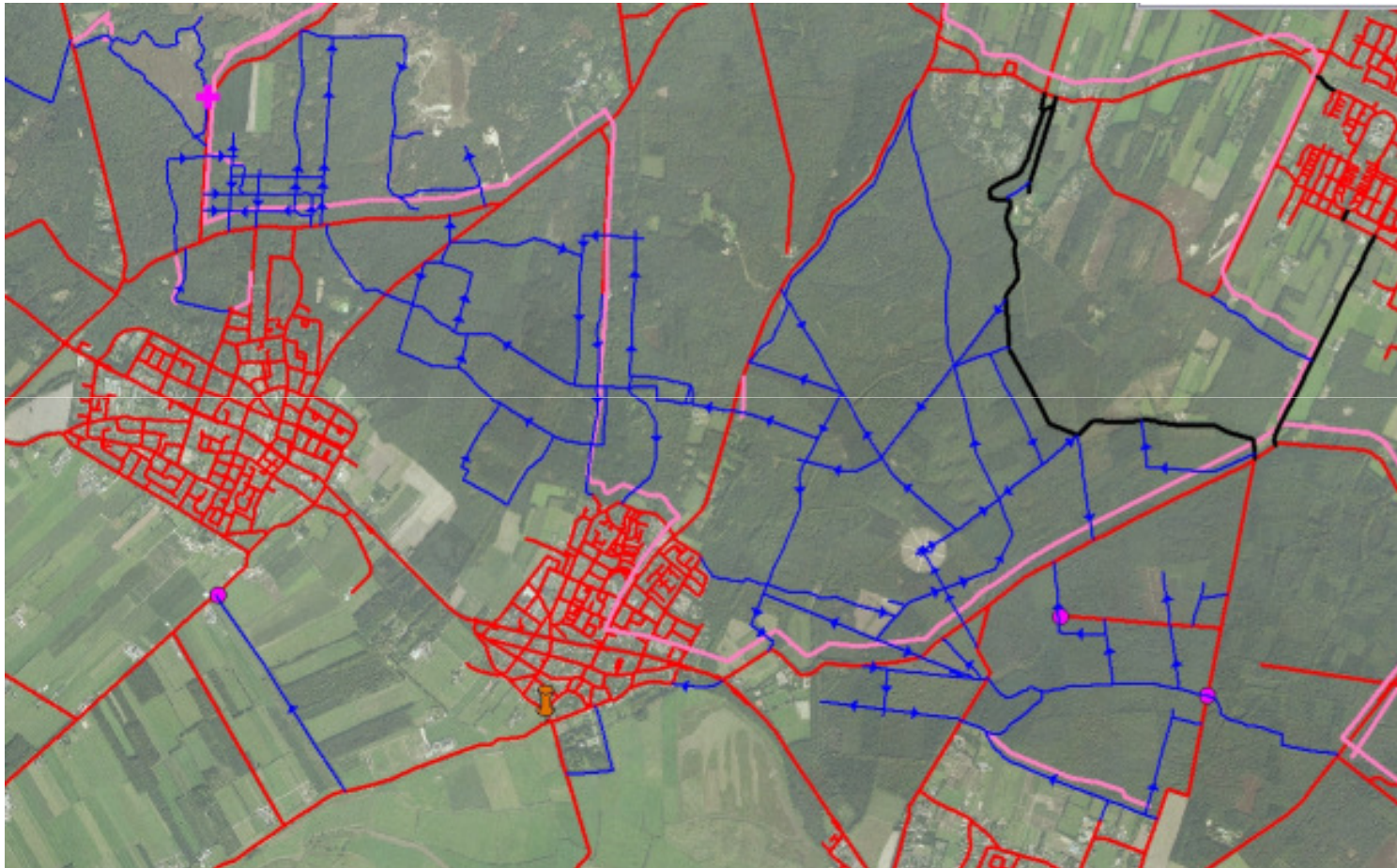
Network Extension

Missing links/geometry



Network Extension

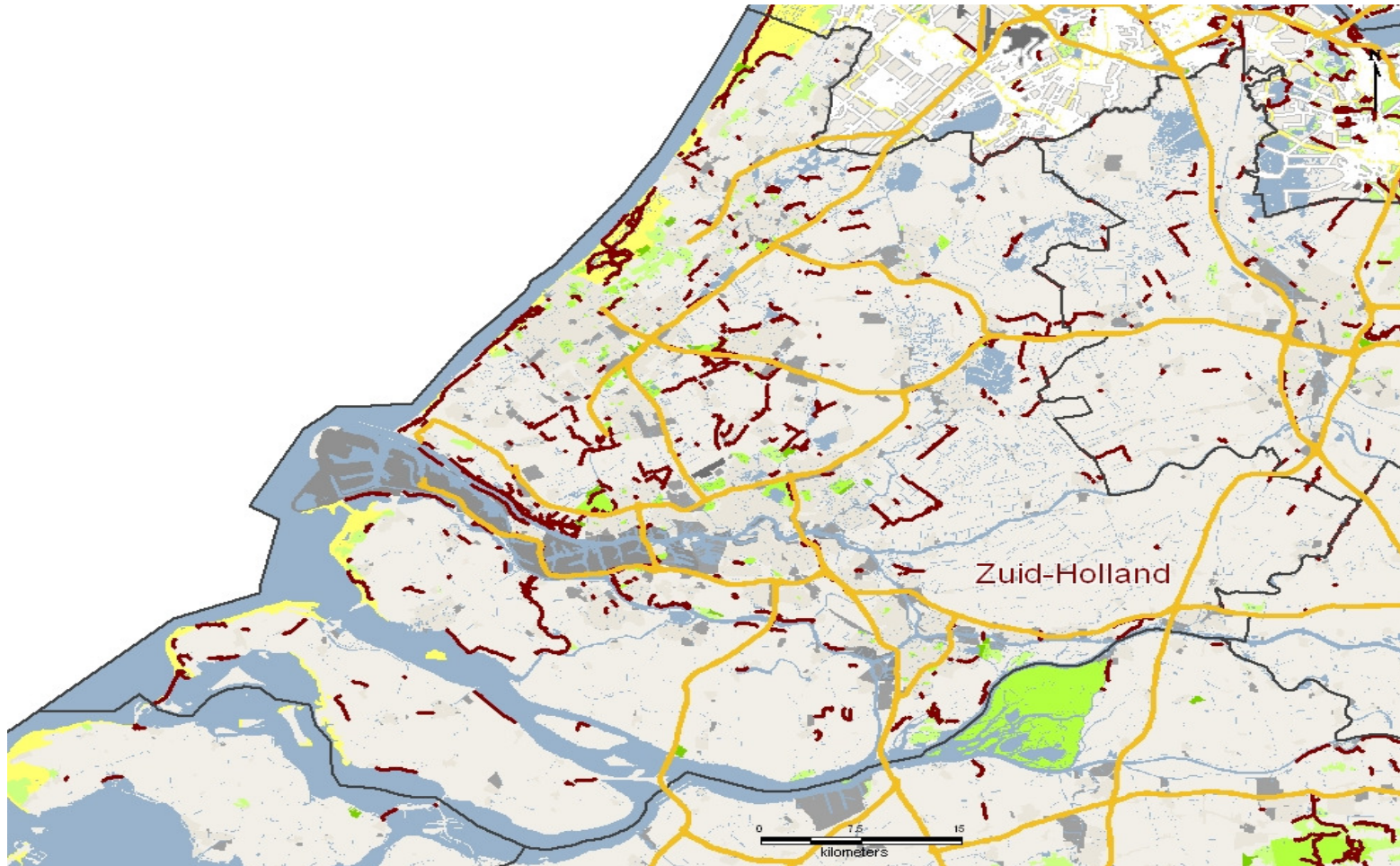
E.g. de Utrechtse heuvelrug



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Network Extension

e.g. Nederland



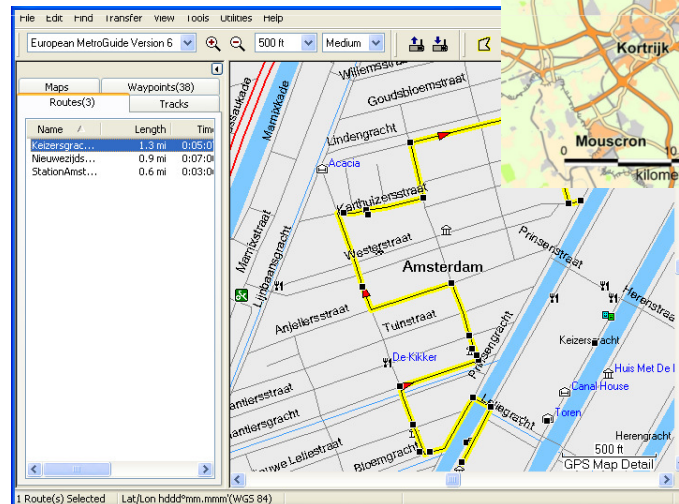
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Partnering

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



Partnering

With reference data suppliers

For production and data integration

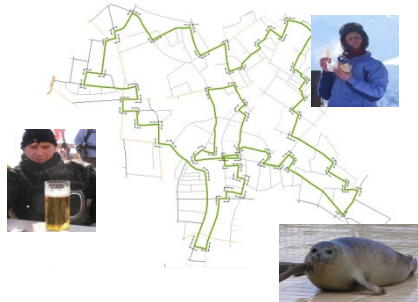
- Tele Atlas Vector Maps
- NGI raster maps
- Aerial Imagery Aerodata, NGI
- Google Maps
- ...



Our Business Concept

SERVICES

PRODUCTION



HOSTING

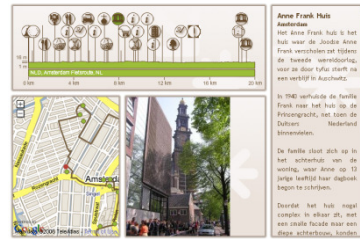


FORMAT CONVERSIONS

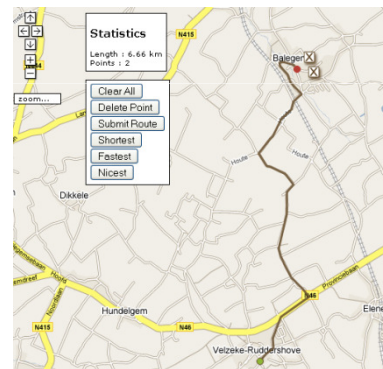


WEBSITE

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

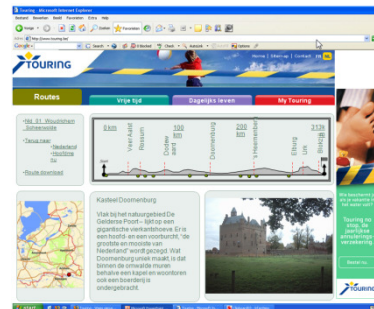
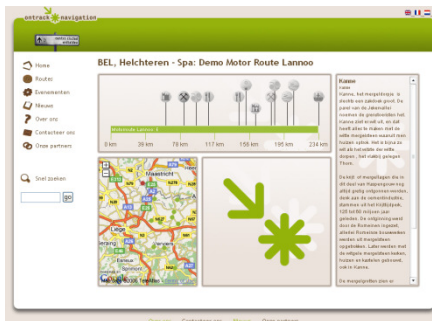
- To enable publishers, authors, platforms or users to publish advertisements on RouteYou.com , RTY offers a number of advertisement possibilities on the website:
 - Context related advertisement via Google Adwords
 - Site related advertisement via Google Adwords
 - Site related advertisement directly 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



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Web Services

Standard Viewer

The screenshot displays the 'ontrack navigation' web application. The interface includes a green header with the logo and flags for the UK, France, and the Netherlands. A navigation menu on the left lists: Home, Routes, Evenementen, Nieuws, Over ons, Contacteer ons, and Onze partners. A search bar with the text 'Snel zoeken' and a 'go' button is also present. The main content area features a title 'BEL, Helchteren - Spa: Demo Motor Route Lannoo'. Below the title is a horizontal timeline showing distances from 0 km to 234 km, with icons representing various points of interest. To the left of the timeline is a map showing the route through Maastricht and Liège. To the right is a text box titled 'Kanne' with a description of the region's history and a 'De mergelgrotten zien er' link. The footer contains links for 'Over ons', 'Contacteer ons', 'Nieuws', and 'Onze partners'.

ontrack navigation

centro ciudad
erdialdea

Home
Routes
Evenementen
Nieuws
Over ons
Contacteer ons
Onze partners

Snel zoeken
go

BEL, Helchteren - Spa: Demo Motor Route Lannoo

Motorroute Lannoo: E

0 km 39 km 78 km 117 km 156 km 195 km 234 km

Kanne
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 alles 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, denk 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 kerken, huizen en kastelen gebouwd, ook in Kanne.

De mergelgrotten zien er

Over ons Contacteer ons Nieuws Onze partners

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Web Services

Customized Viewer

The screenshot shows the Touring website in Microsoft Internet Explorer. The browser's address bar displays <http://www.touring.be/>. The website features a navigation bar with links for Home, Sitemap, Contact, FR, and NL. Below this, there are four main tabs: Routes, Vrije tijd, Dagelijks leven, and My Touring. The main content area displays a route from 0 km to 313 km, with various landmarks and distances marked along the way. The route includes locations such as Veer Aaist, Rossum, Dodew aard, Doornenburg, 's Heerenberg, Elburg, and Blokzijl. A map on the left shows the route's location in the Netherlands, near Arnhem. A text box describes Kasteel Doornenburg, stating it is a unique castle with a large square tower and a moat. A sidebar on the right promotes a travel insurance service, asking "Wie beschermt je als je vakantie in het water valt?" (Who protects you if your vacation is in the water?) and offers a "Bestel nu" (Order now) button. The bottom of the browser window shows the Windows taskbar with several open applications, including "Touring - Wees gerus...", "Microsoft PowerPoint...", "Touring - Microsoft In...", and "Clipboard33 - Infraview".

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Web Services

Standard Planner

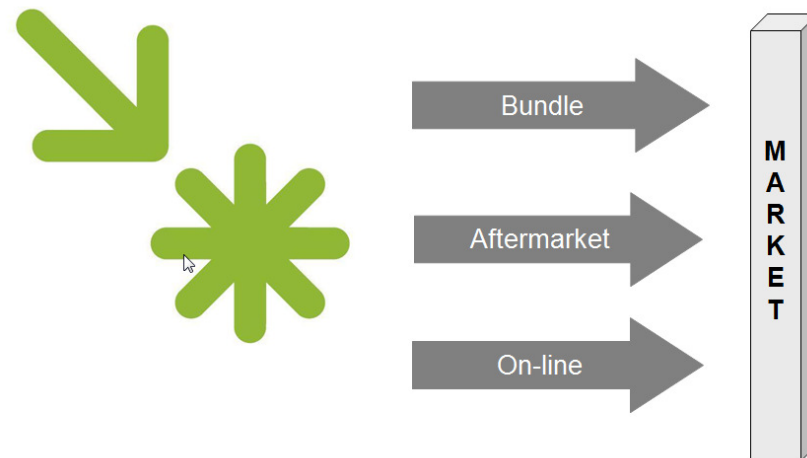
The screenshot displays the 'onroute' web application interface. At the top, there is a banner image of a road with the 'onroute' logo on the left. Below the banner, the title 'ROUTES VOOR ONROUTE' is centered. On the left side, there is a blue sidebar with a list of navigation links: HOME, NIEUWS, HELPDESK, BESTELLEN, ROUTES, ANWB KAMPIOEN, ANWB PROMOTOR, and WIEZO. The main area features a map of Europe. Overlaid on the map is a 'Statistics' panel showing 'Length : 0 m' and 'Points : 0'. Below this panel are buttons for 'Submit', 'Clear', 'Track', 'POI', 'Suggest', and 'Delete Waypoint'. A 'Routing' checkbox is also present. The map includes a scale bar (0 to 200 km) and a copyright notice at the bottom: 'Kaartgegevens ©2007 AND, Tele Atlas - gebruik van de naam'.

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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.



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