

## iGO primo<sup>®</sup> 2.0 Introduces Intuitive Navigation for PND and Aftermarket

**NNG's premium software now has new intelligent features – turning PNDs and aftermarket devices into proactive navigation assistants**

Budapest, Hungary – NNG has now introduced version 2.0 of its flagship navigation software **iGO primo<sup>®</sup>** to hardware manufacturers worldwide. The new software version marks a major leap forward in the evolution of personal navigation by moving beyond mechanical guidance. For the first time, a navigation software merges all available resources such as map and POI data, registered driving speed and the ability of fast recalculation in a single superior navigation experience. Recently implemented intuitive features interpret the user's behavior, and offer fast solutions in everyday traffic situations.

In response to a reduction in driving speed, the *Congestion Detour* feature recognizes traffic jams on highways, even if they are not indicated by the traffic service. Instead of blindly and stubbornly continuing with the original route, **iGO primo<sup>®</sup> 2.0** instantly calculates and offers detour options in order to avoid lost time in the traffic jam ahead. Similarly, *Real-time Route Alternatives* are given in the city when the vehicle approaches junctions too slowly due to congested roads. If a driver leaves the highway despite the planned route ahead, the *Hints upon Detour* feature considers potential reasons behind this behavior instead of forcing the driver back onto the old route as in standard navigation solutions. It provides appropriate hints (fuel stations, rest areas, etc.) and upon acceptance calculates a new optimized route.

Also part of the Intuitive Navigation feature package in **iGO primo<sup>®</sup> 2.0** is the *Parking around Destination* assistance which offers immediate help in finding suitable parking places, ranking them in order of distance from destination without having to search in the POI database.

As well as being the first intuitive navigation solution of its kind, **iGO primo<sup>®</sup> 2.0** offers these suggestions in an unobtrusive way. The user is presented with a hint on the navigation screen and does not have to sacrifice driving concentration while searching through features, options and POIs. Instead, the driver can simply accept the re-calculated route that is blended into the screen.

*"Continuous research and the experience from our global partnerships have enabled us to deliver the intelligent and proactive navigation software that drivers need. **iGO primo® 2.0** is fast and reacts to the driver's behavior; route information is easy to find and offered at the right time. Most of all, by doing away with mechanical behavior we're helping to avoid driver frustration!"* says Péter Balogh, interim CEO of NNG LLC.

Additional novelties in **iGO primo® 2.0** include improved voice destination entry and personalized driver profiles allowing multiple user settings. Advanced truck features are available for manufacturers of fleet solutions. The product update replaces version 1.2 in the iGO Navigation portfolio and is immediately available to partners worldwide.

## About NNG LLC

NNG LLC is one of the leading navigation solution providers for the Automotive, Personal and Wireless navigation industries, and offers fully customizable, on-board, 3D navigation applications to device manufacturers, auto makers and OEM brands that are custom built according to each customer's needs. The core technology is based on the award-winning iGO My way software engine, already installed in millions of navigation devices throughout the world.

The company's subsidiary develops its own digital maps. The first international product of NNG was launched in Germany at CeBIT 2006. Since then, NNG has formed partnerships with more than 150 hardware manufacturers worldwide. It provides innovative and reliable navigation solutions for 107 countries and in 45 different languages.

To find out more about NNG please visit [www.igomyway.com](http://www.igomyway.com).

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*iGO primo is registered in Europe, USA, Japan, China and Korea.*

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