

Seamless Interface for Third-party Applications

TCS navigation solutions offer API support that enables developers to interface directly with your private label solution via an app-to-app API or a web-to-app API. These APIs provide a quick and convenient way for developers to support LBS solutions while heightening the value of your private-label solution through increased usage and awareness.

LBS-Enable Your Entire Portfolio

The AtlasBook platform is a great way to enhance the other product offerings in your portfolio. Our platform provides a convenient method that allows other applications to take advantage of the core location-based services (LBS) functionality found in our navigation application.

Delivering Solutions for the Bottom Line

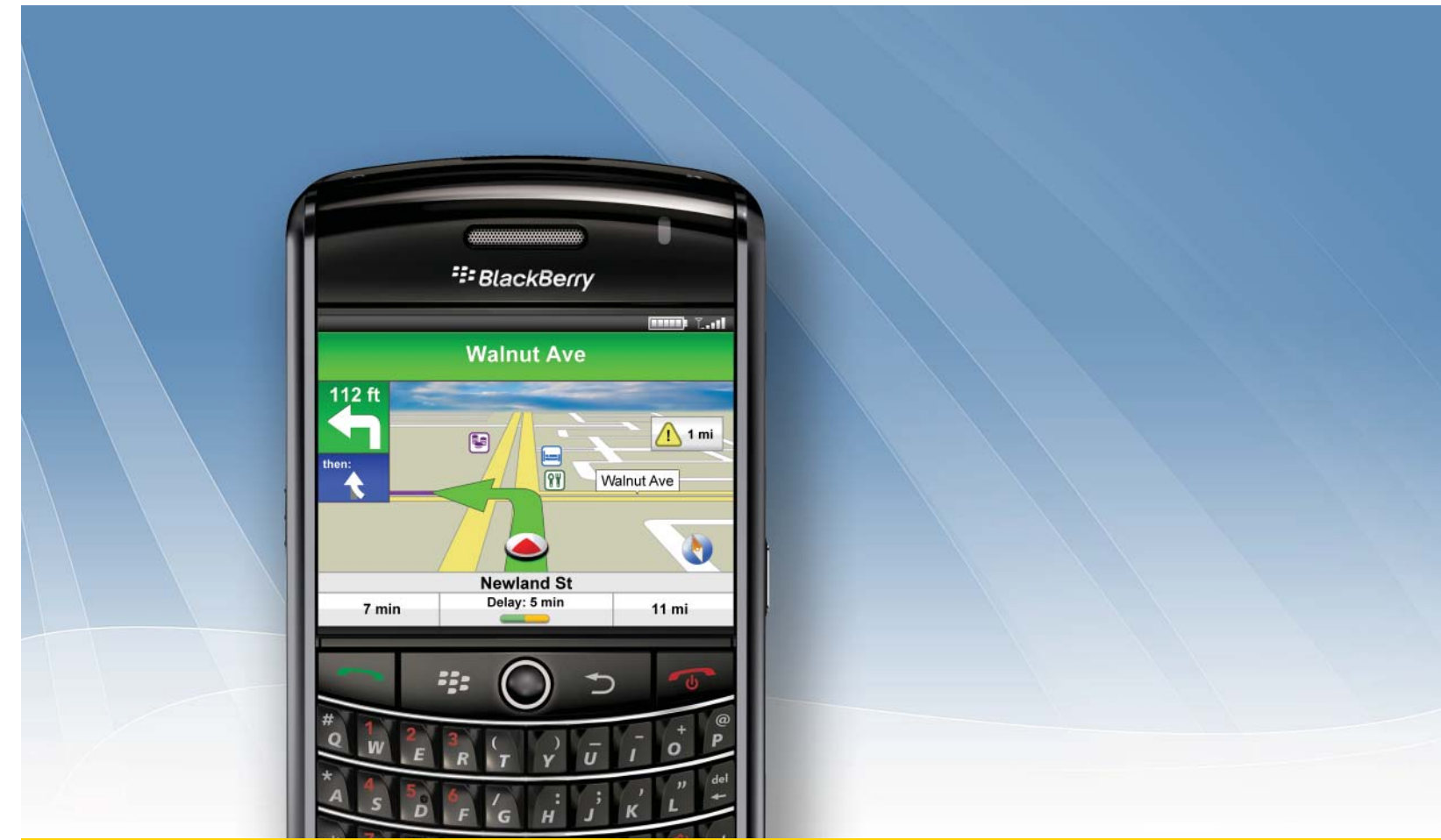
Delivering a powerful navigation and search companion tool to enhance your product portfolio just got more profitable. With AtlasBook Navigator, we not only enable you to create a solution that profits your customer base, but we have a history of making navigation a successful venture when it comes to your bottom line as well. When we deliver your localized solution, we also deliver the best practices that have helped others who have launched our private label solutions see a strong return on investment.

After all, it's not just about launching a navigation solution. It's about driving success.

Lead the LBS Revolution.

Contact us to start customizing your solution today. Visit our website at www.telecomsys.com or email us at sales@telecomsys.com.

AtlasBook® Navigator



Your Established Partner

TeleCommunication Systems, Inc. (TCS) (NASDAQ GM: TSYS), a world-leader in navigation and LBS solutions, offers a product portfolio of embeddable navigation and content to support branded and white-label deployments. Customers include Tier 1 wireless operators, wireless OEMs, telematics service providers, and vehicle manufacturers. TCS serves more than 40 percent of the total U.S. mobile market, representing over 110 million subscribers who generate more than 400 million LBS transactions per month. TCS' highly available technology supports more than 1,200 mobile devices with global coverage in 60 countries and 10 languages.

Localizing the World Around You

TeleCommunication Systems, Inc.
275 West Street
Annapolis, MD 21401 USA

Toll Free: 1.888.728.8797
Outside US: +1.410.263.7616
www.telecomsys.com

©2010 TeleCommunication Systems (TCS). All rights reserved. Enabling Convergent Technologies®, Connections that Matter®, and AtlasBook® are registered trademarks of TCS. All other trademarks are the property of their respective companies. Information subject to change without notice. NasdaqGM: TSYS | 100407



AtlasBook®
Navigator

Powerful Navigation and Search Companion

Full-featured GPS Navigation

Delivering the right value-rich applications is crucial to your bottom line. Whether you're an operator or an OEM, you're constantly on the lookout for applications that will serve you and your customers well. And then there's the problem of delivering a compelling value proposition.

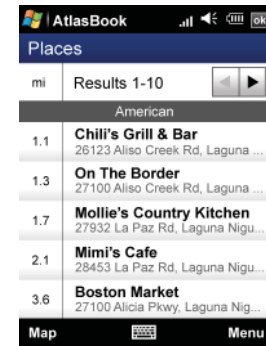
Introducing AtlasBook® Navigator from TeleCommunication Systems (TCS)—the full-featured private-label GPS navigation platform that delivers simple and remarkable user experiences. AtlasBook Navigator is a full-featured GPS navigation solution that serves customizable localized content your customers value.

As a result, you deliver a user experience that increases application uptake, reduces churn, bolsters the bottom line, and delivers ongoing revenues.

Experience that Matters

In addition to localization expertise, TCS has a proven track-record of developing consumer solutions for hand-held location devices. We've delivered custom-fitted solutions on many first-to-market handsets, cooperating directly with OEM's and operators to deliver popular and profitable user experiences. Our deployment history with private label solutions and app

Localized Search



AtlasBook Navigator Localized Search

gives users the power to search their current location for restaurants, entertainment, fueling stations, special events, and more.

store products has resulted in TCS porting to over 400 different handset models. Our experience spans nearly all current mobile operating systems, including Android, BREW, iPhone, j2ME, Palm, RIM, Symbian, and Windows Mobile.

Our knowledge in operating systems and handset porting, coupled with our billing systems integration capabilities, enables us to bring products to market quickly. This in turn empowers you to hit aggressive deployment targets and keep pace with the marketplace's competitive demands.

Core Application

AtlasBook Navigator provides a complete turnkey solution that's built upon a highly reliable data center infrastructure. Our solution is housed in our own data centers, and it's easily integrated into third-party billing systems. You also have the option of leveraging our credit card billing capability.

Core Features

Atlasbook Navigator has four core features that deliver value to your subscribers:

Navigation. The TCS navigation engine supports multiple navigation modes, including automobile and pedestrian navigation. The application features not only announced turn-by-turn directions but voice alerts that tell the subscriber what side of the road their destination is on.

Maps. We've developed our maps with navigation foremost in mind, making reaching your destination

Traffic



AtlasBook Navigator Traffic

optimizes traffic content to take account of user preferences, current traffic conditions, historical traffic data, and probe data.

easier than ever. Follow Me map mode quickly pinpoints and tracks the user's location, allowing the user to keep their bearings.

Search. Our dynamic search engine enables users to quickly access directory assistance information and begin navigating with a single click. Exonym support is available for many countries and cities, making finding a location effortless even when abroad.

Share. AtlasBook Navigator allows users to share their location via Navigator or SMS to anyone in the world. Facebook has also integrated the AtlasBook Share feature, creating new possibilities for location awareness and social networking.

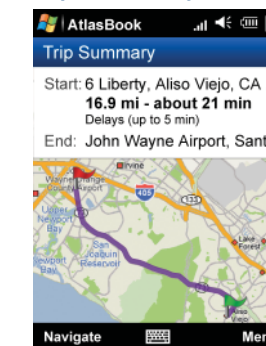
Localization Content

AtlasBook Navigator localization content, which varies by region, is constantly expanding. It currently features the following:

Traffic and Navigation:

- **Traffic.** Our dynamic feed provides traffic content that's integrated into our routing engine. This ensures that route delivery is optimized to meet user preferences, current traffic conditions, historical traffic flows, and probe data.
- **Speed cameras.** AtlasBook Navigator integrates traffic camera locations and area speed limits. When a user is approaching a speed camera in excess of the posted speed limit, the application gives a visual and audible warning and informs the user of the speed limit.
- **Country and language support.** AtlasBook

Trip Summary



AtlasBook Navigator

enables wireless operators to offer a user experience that increases application uptake, lowers churn, and delivers ongoing revenues.

Navigator currently supports 38 countries and 10 languages, with new countries and languages being added all the time.

Search, POIs, and Advertising:

- **Premium placement /advertising.** Premium placement positioning allows monetizable content to be strategically placed atop search results. This feature incorporates relevant hyper-local advertising within the application to deliver high click-through rates.
- **Enhanced POIs.** POI data well beyond name, address, and phone number increases the value of POI search results and makes AtlasBook Navigator a valuable reference tool.
- **Custom categories.** You can edit local search categories for content you wish to highlight to your users (e.g. operator store fronts, WiFi hot spots, physical distribution channels).
- **Automatic speech recognition (ASR).** ASR enables users to simply speak the name or address of the POI to begin a search, making search and navigation entry easier and faster.

Entertainment and services:

- **Films and cinemas.** AtlasBook Navigator not only keeps track of the latest shows but also links them to the cinemas they're playing in and their show times.
- **Events.** This feature allows users to find local events along with the event details, venues, and times.
- **Fuel prices.** When displaying local fueling station information, AtlasBook Navigator not only lists the fuel price associated with each station but also posts the average local fuel price and the station that offers the lowest price.