

November 5, 2008

GPS technology encourages independence amongst Australians that are vision impaired

Event sponsored by NAVTEQ to support vision impaired navigation

To help people that are vision impaired gain confidence in everyday activities, Guide Dogs Association of SA and NT is working with NAVTEQ, a leading global provider of digital map data, to host a treasure hunt with a difference in Adelaide this week.

Held on Friday 7th November, six people from Guide Dogs SA and NT will participate in “Come and Try Trekabout” event using the latest GPS equipment. The equipment is designed especially to help people with vision loss navigate themselves independently. One particular navigation system, Humanware’s Trekker, offers the ability for users to study maps and rehearse routes before they set off, making it easier for them to find their way around unfamiliar places. They can also create their own voice points of interest using voice notes that allow them to record extra information, such as the location of steps or other obstacles.

Event organiser Mark Battista said people all over the world have been participating in “geocaching” - treasure hunts using GPS technology - since 2000 when restrictions were removed on the availability of information from satellites.

“Our clients enjoy taking part in Trekabout. By participating in events like this we are hopeful that more people who are vision impaired will gain an understanding of the power of GPS software for exploring environments and navigating independently.”

“We want to help make a difference in the lives of people that are vision impaired. With the NAVTEQ® map powering Humanware navigation devices, users are now equipped with braille or voice notes that can help them gain independence”, said Kirk Mitchell, Director, Business Development, NAVTEQ.

“We are proud that Humanware has recognised the strength of the NAVTEQ® map of Australia, and chose us to help provide users with a hassle-free navigation experience that meets their expectations for map quality and accuracy.” Mr Mitchell continued. “NAVTEQ is delighted to be working with Humanware to support Guide Dogs Association of SA and NT in this meaningful event.”

People with various levels of vision, some using white canes and others with guide dogs, will be given a series of four addresses to locate and two hours to complete the exercise.

Guide Dogs Association of SA and NT Inc | Full member of the International Guide Dog Federation

HEAD OFFICE

251 Morphett Street
Adelaide SA 5000
Tel (08) 8203 8333
Fax (08) 8203 8332
TTY (08) 8203 8391

NORTHERN TERRITORY OFFICES

Darwin	Alice Springs
PO Box 154	PO Box 2954
Parap NT 0804	Alice Springs NT 0871
Tel (08) 8981 5488	Tel (08) 8955 5874
Fax (08) 8981 0820	Fax (08) 8955 5831

Toll Free 1800 738 855
info@guidedogs.org.au
www.guidedogs.org.au
ABN 91 183 168 093
ARBN 117 125 069

- GUIDE DOG SERVICES
- ORIENTATION AND MOBILITY SERVICES
- SENSORY DIRECTIONS
- HEARING SOLUTIONS

The event, starting at 10am from Hindmarsh Square and concludes at the SA Museum in North Terrace and will be followed by a luncheon where prizes will be awarded, including the chance to win Humanware Trekker units.

FOR MORE INFORMATION: Please contact Amanda Nes 8203 8343 or 0420 939 649. For more information regarding NAVTEQ please contact Anna Szulerecka, NAVTEQ, 2 9994 4254 or aszulerecka@webershandwick.com

INVITATION: Members of the press are welcome to trial one of these units in the days before the event. Press are also invited to the luncheon. Please RSVP by November 5.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has more than 3,800 employees located in 194 offices and in 42 countries.

NAVTEQ is a trademark in the U.S. and other countries. All rights reserved.