

NDrive and Oi to Launch a Free Navigation System in Brazil

Written by Australian Business

PORTO, PORTUGAL, October 05, 2013 **/24-7PressRelease/** -- The app is available for free to all Brazilian Android and iPhone users, even for subscribers from Oi competitors.

Oi Mapas is a Premium turn-by-turn navigation app, running offline and not requiring Internet access to work: by avoiding communication costs and latency, it provides a much better and faster navigation experience than the Cloud alternatives (like Google Maps or Waze).

The product includes several leading edge features like advanced routing, updated maps and integration with social networks (Facebook, Twitter, Foursquare).NDrive has been successfully developing this new market approach and is now able to offer a premium navigation app for free.

According to João Neto, NDrive CEO, "We are enabling our Telco and Yellow Pages customers to develop communities of millions of engaged costumers and monetize them through Search and Ad displays. Oi is a perfect example of an innovative Telco in high-growth market changing the game with maps".

According to Gustavo Alvim , Oi VAS Manager, "With Oi Mapas we can differentiate in the market, deliver a high value map App to smartphone users and avoid the hurdles of cloud based navigation. Additionally we are creating a new revenue stream".

NDrive is an independent developer and provider of a state-of-the art Turn-by-Turn navigation software for Smartphones and Personal Navigation Devices (PND), with a proven, market-leading licensing business. The company was founded as a spin-off of a digital map player in 2007, has headquarters in Porto, Portugal, and offices in San Francisco, São Paulo and Shenzhen. □ NDrive is owned and managed by its founding entrepreneurs, leading a talented and dynamic team of 40 people with in-depth knowledge on Navigation and Location software. The company is highly cost and capital efficient.