



# PRESS RELEASE

## **With traffix arrive relaxed**

**– The takeMS navigation – series knows the way.**

**The new navigations systems traffix 43 from takeMS bring the user relaxed and reliably to his destination. The operation over the touch screen is very simple, fast and intuitive. With the attractive auxiliary functions the small companion fits the lifestyle of mobile customers.**

Breisach, October 28<sup>th</sup>, 2008 - The new navigations systems traffix 43 from takeMS bring the user relaxed and reliably to his destination. The simple and intuitive operation over the touch screen TFT LCD in 4.3" and with 65.535 colours meets all expectations. Directions are given over the in-built loudspeakers (1.5 W) in more 20 languages. The integrated MP3-/MP4-/Video-Player (depending upon model) provides a varied entertainment and music enjoyment in the best sound quality. With the eBook reader you can also read text files. The SD/MMC card slot allows the memory to be extended up to 2 GB. The traffix navigation system is equipped with a Samsung 400 MHz processor and is based on the Windows<sup>®</sup> CE 5.0 software. With driving simulation during tunnel journeys the mobile navigation systems guarantee safe and foresighted travel to the German, Austrian and Swiss regions, Western and Eastern Europe. The lane assistant indicates the recommended lane promptly. The volume is automatically controlled according to the vehicle speed. And with the help of the "Traffic Message Channel" (TMC) traffic jams are easily and timely diverted. The navigation systems are available in different models and among the available features integrated Bluetooth for mobile phones for safe driving. The takeMS traffix combines a fascinating technology and an extraordinary lifestyle-design.

### **Technical features:**

- High definition display with a 4.3" TFT LCD 16:9 screen with 65.535 colours
- Comfortable touch screen with stylus
- Samsung 400 MHz CPU for super fast computations, based on Windows® CE 5.0
- Integrated highly precise 20-channel-GPS-receiver (SiRFstar III)
- Powerful speakers for understandable navigation announcements (1,5W)
- Automatic sound controls in synchronisation with vehicle speed.
- Strong Li-Ion-Battery (1450 mAh) for a minimum of 4 hours running time and a minimum of 100 hours on standby
- SD/MMC-Card Slot for an unlimited memory capacity (up to 2 GB flash cards)
- Dimensions: 116x81x22 mm - Weight of approx. 88 g
- Integrated MP3/MP4-player reads MP3, WMA, AVI (MPEG, XviD), JPG, PNG, TIFF, TXT \*
- eBook-reader \*
- Safe driving thanks to integrated Bluetooth for mobile phones \*
- Connections: USB, Stereo-Output (3,5 mm)
- Scope of delivery : Professional suction cap car mounting plate with 3D-arm & USB-cable (power cable), memory card with 1 or 2 GB (depending on the installed mapping software ), DC-Adaptor
- 5 detailed route packages are available:
  - Germany/Austria/Switzerland
  - Spain and Portugal
  - Eastern Europe (Without Russia)
  - Western Europe
  - Western & Eastern Europe (Europe without Russia)

### **Software features:**

- iGO 8-Navigations software
- 2D / 3D maps
- Day/night mode
- Intelligent address search for postcode and house number
- Multiple way points (Route calculations with intermediate objections)
- Driving simulations for tunnel driving
- Route-simulation
- 2.2 Mio. POIs in the whole of Europe
- Motorway/Ferries/Toll Roads
- Quickest / Shortest / Cost saving routes
- Navigation in 23 languages

- Traffic Message Channel (TMC) for dynamic traffic jam diversion included in the traffic 43 model
- Lane assistant by announcement and travel computer
- Trans national navigation to exactly 3 m

\* additional feature optional depending on model

takeMS international AG is one of the leading manufacturers of memory products world-wide. In more than 50 countries the name takeMS stands for highest quality standards and a convincing price performance ratio. takeMS has settled the demanding German quality guidelines as its standard. With its millionfold sold products takeMS has received the highest honour a company can receive: the confidence of its long standing customers. Additionally numerous national and international awards for takeMS products confirm the high requirement of this young company. The conviction in its products allows takeMS to grant a 10 years warranty on memory modules, 5 years on its innovative flash and USB products and 2 years on hard drives, digital frames and navigation systems.

On publication of this press release please send us a receipt copy

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