

News and Events

For Immediate Release

Magellan Releases Major Update to Magellan® RoadMate® App for iPhone®

New Features Include Location Based Offers, iOS4 Support and LifeTime Live Traffic Updates

SANTA CLARA, Calif. (23 November, 2010) – Magellan, a Pioneering GPS brand, today announced a major update to its popular Magellan RoadMate navigation app for iPhone. The updated Magellan RoadMate App is available now on the App Store.

Version 1.3 of the Magellan RoadMate App is fully compatible with iOS4, taking advantage of iPhone 4's multitasking ability as well as Retina Display. Users can now make or take phone calls while real-time navigation activities and routing continues in the background.

Other key features new to the Magellan RoadMate App include:

- LifeTime Live Traffic - Users can avoid traffic congestion by comparing current and proposed alternative routes, making well-informed decisions ahead of traffic delays.
- Location-based promotional offers and coupons - Users are presented with offers on-screen while their destination is being routed. Users can choose to re-route to the sponsor's storefront or save the promotional coupons for redemption at a later time.
- Points of Interest (POI's) sharing - Users can share POI's with their friends and family via email, Facebook and Twitter. A link is included which, if the friend or family member has the Magellan RoadMate App installed, will open automatically to the location's "Go" screen for easy routing.

All existing Magellan RoadMate App users will receive the update free of charge.

"While the Magellan RoadMate App has been well received to date, consumers have been asking for additional features that take advantage of iPhone's capabilities," said Stig Pedersen, Senior Director of Product Management, Magellan. "Now, all Magellan RoadMate App users, existing and new, will receive these amazing new features at no additional charge."

The Magellan RoadMate App is available for \$59.99 (North America version), \$49.99 (USA-only version), or \$34.99 (Canada-only version) from the App Store on iPhone or at: www.itunes.com/appstore/. Special promotional pricing is available for a limited time: \$44.99 (North America version), \$34.99 (USA-only version), or \$29.99 (Canada-only version).

About MiTAC Digital Corporation

MiTAC Digital Corp. is a wholly-owned subsidiary of MiTAC International Corporation and promotes and sells products and services under the Magellan brand name. Magellan assists people to travel, work and play their way with leading portable navigation and positioning solutions across multiple consumer markets. Recognized as an industry innovator, the company is the producer of the award-winning Magellan RoadMate car navigation systems, as well as the Magellan Triton® outdoor handheld navigation devices. MiTAC Digital Corp. is headquartered in Santa Clara, Calif.

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