

News and Events

For Immediate Release

Magellan Comes Out Large at CES 2011

The Magellan® RoadMate® GPS Line Adds Backup Camera Accessibility, Hands-Free Calling, Exclusive AAA Partnership

SANTA CLARA, Calif. (5 January, 2011) - Magellan, a pioneering GPS brand, today announced new features being added to its successful RoadMate® product line of car Navigation units that will enhance driver safety and enable easier viewing.

The new Magellan RoadMate 9055 GPS is a feature-rich navigation device designed for easy viewing that further expands Magellan's successful 7-inch car Navigation product line. The RoadMate 9055 is the first of a select group of Magellan GPS units that will support a new, proprietary Magellan back-up camera scheduled for release this spring. The unit's large, high-definition screen transmits a live feed from the vehicle's bumper when the car is placed in reverse gear. Children and pets behind the vehicle car are now visible and can be avoided, helping make the road safer for both the driver and pedestrians.

Designed with drivers of RVs, SUVs, minivans and other larger-cab vehicles in mind, the RoadMate 9055 GPS also includes three features most requested by consumers: a high-definition WVGA screen, Bluetooth connectivity to mobile devices, and a lifetime traffic subscription that alerts drivers of congestion ahead and calculates alternative routes.

The RoadMate 9055 GPS's large, 7-inch screen offers the user the same viewing area as most in-dash car navigation units for a crisp, clear view of the screen. Bluetooth connectivity enables hands-free operation of mobile phones, helping drivers to communicate safely while driving. Magellan's Free, Lifetime Traffic Feature, feeds continual updates of traffic conditions in traffic-congested North American cities directly to the GPS unit. The driver is provided with an accurate estimate of travel times factoring in distance and traffic, as well as suggestions for less-congested alternative routes.

Why RoadMate Is The Ideal Road Mate

Preloaded with maps of the 50 United States, Canada, and Puerto Rico and more than 6 million points of interest locations, all Magellan RoadMate models features exclusive rich content from the most trusted name in driver safety, AAA. The built-in AAA TourBook guide with Diamond ratings and descriptions for US and Canada provides highly detailed information about hotels, restaurants local attractions, and a guide to merchants offering member discounts. A special AAA roadside assistance feature (for AAA members only) gives you your exact location with a touch of a button so you can get the roadside help you need quickly and easily.

The RoadMate 9055 includes Highway Lane Assist which guides the driver into the proper lane for upcoming lane changes and exits, as well as Magellan's proprietary OneTouch user interface providing users instant access to favorite addresses, searches and destinations. The GPS unit also features text-to-speech technology, which provides spoken street names while navigating; and a convenient Video-In jack, which can be used to connect an iPod®, back-up camera or other video source to watch live video on the bright 7-inch display (cable not included).

"We developed our large-screen navigation devices to help people get more information they need at a quick glance. Between our high-definition widescreens, our hands-free calling features, the quality of the AAA TourBook content and assurance of roadside assistance for its members, and the forthcoming back-up camera accessory, our RoadMate devices not only navigate drivers to their destinations, they make each journey safer," said Mike Wagner, Senior Director of Product Marketing, Magellan.

The RoadMate 9055 comes with a specialized heavy-duty Extension Mount that brings the GPS navigator up close and personal. With three points of articulation and an extra 12 inches of extension, no cab is too large to maneuver the display within easy reach. The specialized multi-surface mounting pad will also stick directly to vinyl dashboards, safely securing the device and avoiding the long reach to the windshield. Drivers in smaller vehicles will appreciate the ability to bring the Magellan RoadMate 9055 GPS below dash level so that windshield space is not taken up.

The Magellan RoadMate 9055 GPS is now available at Amazon. It includes the extension mount and cradle, vehicle power adapter, and USB data cord. The unit retails at a MSRP for \$299.99.

Units for review can be obtained by emailing: rfinelli@magellangps.com.

For optional accessories, including cases, pouches and additional mounting options, visit <http://www.magellangps.com>.

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 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 series portable car navigation, Outdoor and Mobile navigation devices.

MiTAC Digital Corp. is headquartered in Santa Clara, Calif. For more information on Magellan, visit <http://www.magellangps.com>.

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