



## **3DVU Showcases the Most Realistic 3D Navigation Solution at the Microsoft Windows for Automotive Conference in Yokohama, Japan**

*Offering the most realistic 3D solution for car navigation, with elevation support, 3DVU's 3rd generation Visual Map™ technology will be presented at the Microsoft Windows for Automotive Conference.*

Yokohama, Japan ([PRWEB](#)) July 14, 2005 - 3DVU Ltd. announced today that the company's 3rd generation Visual Map™ technology with elevation data (DTM/DEM) will be presented for the first time at Microsoft Windows for Automotive Conference.

It is the first car navigation solution implementing aerial imagery and ground elevation data in a realistic 3D navigation map with all map attributes. 3DVU's solution indicates the current car position and traces the car movement on a realistic prospective 3D picture of the earth, including relative height and surrounding mountains and valleys. This is the next generation of 3DVU's solution developed with Denso and employed by Kenwood in six of its car navigation models since 2002 in Japan. 3DVU's new technology displays the mapping elements as appears in real life including mountain climbing and the hiding of route and point of interest behind the mountain ahead.

Isaac Levanon, Chairman and Chief Executive Officer of 3DVU stated, "Presenting 3DVU's latest technology for car navigation systems at Microsoft's event is an additional key vote of confidence in the commercializing value of 3DVU technology to enhance drivers' navigation experience. We overcame major technical barriers to provide unparalleled innovation on limited devices such as car navigation system with smooth continues movements over the 3D image with elevation. 3DVU's newest solution supports multiple graphic options enabling car navigation providers the benefit of integrating 3DVU technology without redesigning their hardware, hence reducing both cost and time to market" added Mr. Levanon.

### **About 3DVU**

Operating internationally since 2000, 3DVU offers the world's most advanced 3D visualization of satellite/aerial imagery, including elevation and mapping data, which can be streamed easily to digital navigation systems. 3DVU offers a patented technology, called Visual Map™, to augment personal navigation for all devices, even those with limited processing power, memory and/or graphics. Supported devices include PCs, PDAs, in-car navigation systems and mobile handsets - providing interactive ability to view maps with 3D motion from a bird's eye view.

The company's strategic partners include automakers, car navigation system makers, mapping data and point-of-interest providers, aerial and satellite imagery sensing entities. All products are accessible over any bandwidth communication (limited or otherwise) and use an extremely thin client software viewer.

3DVU was recently selected among Red Herring's most promising private European companies, the "Red Herring 100".

###

**Contact Information**

**Isaac Levanon**

3DVU

<http://www.3dvu.com>

+972-544-905-818

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).