



Press Release

**World's First Android™ based Car Navigation System Developed
(Demo will be disclosed at ET2009 Yokohama event show)**

Nanjing, China, November 16, 2009 - ArcherMind Technology (Nanjing) Co., Ltd. today announced that world's first **Android™ based Car Navigation System** has been successfully developed in its Nanjing R&D center. This system is aimed for China's annual 10 million new car market and will provide drivers and passengers a brand new experience in entertainment, navigation, location based service and Internet.

In this Car Navigation System (CNS), ArcherMind combines GPS, 3G, WiFi, Audio/Video with a powerful ARM9 based chipset. In addition to the basic functions of a CNS, ArcherMind has developed special functions as follows:

- Internet Browsing
- Location based services
- Music player
- Video player
- Instant Messaging
- GPS Navigation
- Phone Call
- SMS
- Audio Books
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“We are pleased to announce this new CNS based on Android”, said Jiping Wang, CEO of ArcherMind, “With our strong experience and a large professional development team in Android, we can help our customers to develop all kind of embedded devices based on Android. CNS adds a great a member to our portfolio of Android product category, including smart phone, MID, eBook, etc.”

This new CNS provides "Driver Assistance" function and great pleasure to the passengers to enjoy their time in the car. It works perfectly with a 7' LCD and touch screen embedded in the dashboard of the car, and can be simply operated by a few buttons. Android provides a solid framework in supporting the broad functions, the



rich eye-catching user interface and the multiple tasks user can enjoy simultaneously.

“We strongly welcome this announcement, and defer to ArcherMind’s excellent technology”, said Mr. Masataka Miura, Chairman, Open Embedded Software Foundation(OESF), “This ArcherMind’s activity is a perfect model to meet our goal which **Android** based software technology can be applied into embedded device market. We will work with ArcherMind for future Embedded Master distribution to expand a Standard Frame Work related to Android based Car Navigation Systems”.

With this release of Car Navigation System based on Android, ArcherMind is able to provide carmakers an advanced system for next generation car infotainment device. ArcherMind is working with a large Chinese carmaker to test the system and new cars equipped with this system are expected to reach the market in Q1, 2010.

About ArcherMind

ArcherMind is a renowned leading Embedded Device Software R&D company in China. We have been constantly providing **Android**TM based software R&D services, and developed several successful products of Smartphone, MID, and eBook.

ArcherMind becomes the member of Open Embedded Software Foundation (OESF) since April 2009. We will also participate in ET2009 in OESF booth. (Nov. 18th – 20th).

ArcherMind is planning to embark key components of the CNS into "Embedded Master", which OESF is advocating to its "Standard Software Platform for Embedded Device."

Company Name: ArcherMind Technology (Nanjing) Co.,Ltd.

Website: www.archermind.com

Location: Nanjing, China

CEO: Jiping Wang

Established Date: September, 2006

R&D Center: Nanjing, China

Sales Office: Beijing, Shanghai, Japan (Tokyo), Finland, US and Canada



Employee: 300

Business Category: Software R&D service;

Mobile Device/Embedded Device

Server Application

Company Credentials: CMMI-3 (Mar, 2007)

ISO27001 (Information System Operation) (Jan, 2008)