



**PRESS RELEASE**

**27 June 2011**

## **Tracks4Africa working on new automotive navigation solution**

Tracks4Africa has announced cooperation with iGO My way Navigation and Planet Electronics on a new automotive navigation solution that will unveil a new era for in-vehicle navigation in Africa.

Tracks4Africa, a community mapping company from South Africa, provides travellers in Africa with up-to-date maps for traversing the continent. Today Tracks4Africa announced their cooperation with NNG LLC, a leading navigation solution provider and developer of the iGO Navigation software range, which will see the integration of Tracks4Africa mapping data into the popular iGO My Way navigation software. iGO My way enables offline navigation on a wide variety of hardware solutions and platforms for the automotive, personal navigation and wireless industries.

The aim is to bring a leading content and navigation solution to users of the Caska aftermarket infotainment units which are distributed and supported by Planet Electronics, a distributor with a network all over Africa.

According to Johann Groenewald, managing director of Tracks4Africa, the use of Tracks4Africa maps in automotive navigation devices is a high priority for his company, and their cooperation with both iGO My way and Planet Electronics is the key to the success of this project. "We believe that NNG's iGO My way navigation software is leading in its class, and Planet Electronics is providing excellent products and services to local customers", says Groenewald.

"We are excited to further extend and update our Africa coverage. We believe that together with Tracks4Africa we'll be able to meet and exceed customer requirements for aftermarket units in even more African countries," says Péter Balogh, interim CEO at NNG LLC.

Implementation of the Tracks4Africa data for the iGO My way software is in progress. The launch of the new automotive product with Tracks4Africa content is planned for Q4 2011.

## About Tracks4Africa

Tracks4Africa is a community mapping project which started in the year 1999 and grew into a commercial tourist map of Africa as seen by self-drive tourists. All road and point of interest information on Tracks4Africa maps was sourced from a community of travellers and carefully put together by what is today Tracks4Africa, a privately owned company in South Africa with its head office in Stellenbosch and community members from all over the globe. Tracks4Africa is making Africa visible and accessible and promotes travel which is sustainable to nature and local communities alike. [www.tracks4africa.co.za](http://www.tracks4africa.co.za)



<http://www.twitter.com/tracks4africa>



<http://www.facebook.com/group.php?gid=5393404277>

## About NNG LLC

NNG LLC is one of the leading navigation solution providers for the Automotive, Personal and Wireless navigation industries, and offers fully customizable, on-board, 3D navigation applications to device manufacturers, auto makers and OEM brands that are custom built according to each customer's needs. The core technology is based on the award-winning iGO My way software engine, already installed in millions of navigation devices throughout the world.

The company's subsidiary develops its own digital maps. The first international product of NNG was launched in Germany at CeBIT 2006. Since then, NNG has formed partnerships with more than 140 hardware manufacturers worldwide. It provides innovative and reliable navigation solutions for more than 100 countries and in 45 different languages.

To find out more about NNG please visit [www.igomyway.com](http://www.igomyway.com).

Also follow us on:



<http://www.twitter.com/nngglobal>



<http://www.youtube.com/user/NNGglobal>



<http://www.facebook.com/igomyway>

## About Planet Electronics

Planet Electronics, a South African company, has been supplying vehicle accessories to the motor industry for the past 13 years. Their key objective is to supply the best quality products at market related prices offering the best backup and service in the industry. Over the past 13 years they have built up a reputation of achieving this objective and are proud to be a leader in the African market. Planet Electronics is responsible for the branding, development and sales of CASKA in Sub-Saharan Africa. Under their guidance, CASKA has become the foremost in vehicle-specific after-market technology in RSA. CASKA products are now approved by most manufacturers including Nissan, Mazda, Mitsubishi Ford, Kia etc. CASKA continues to grow from strength to strength and is now available for almost all passenger and commercial vehicles.

Planet Electronics – [www.planetworld.co.za](http://www.planetworld.co.za)

Caska – [www.caska.co.za](http://www.caska.co.za)

## Contact for more information:

### ***Johann Groenewald for Tracks4Africa***

South Africa

+27 21 880 8660

+27 83 295 7588

[johann@tracks4africa.co.za](mailto:johann@tracks4africa.co.za)

### ***Olivia Zsamboki for iGO My way Navigation***

Morpho Communications

HUNGARY  
+36 1 488 0255  
Zsamboki.Olivia@morpho.hu

***Maurice Van Heerden for Planet Electronics***

Pretoria, RSA  
+27 12 348 0650  
Maurice@planetworld.co.za