NAVITIME

BREW® DEVELOPER CASE STUDY

COMPANY:
NAVITIME JAPAN CO., LTD.
HEADQUARTERS:
Tokyo, Japan
FOUNDED:
March 2000
OVERVIEW:
NAVITIME is a worldwide leader in Location-Based Services (LBS). The company's experience in computer mapping and pedestrian and car navigation software is matched by its commitment to provide mobile phone users with the best possible maps and directions.
WEB SITE:
http://corporate.navitime.co.jp/en/
BREW DEVELOPER:
Since January 2001

OPERATOR PARTNER:

COMPANY:
KDDI Corporation
HEADQUARTERS:
Tokyo, Japan
FOUNDED:
June 1984
OVERVIEW:
The KDDI Corporation emphasizes "Strategy and Speed" in all its business operations. By developing its primacy in fixed and mobile communications, KDDI provides fixed-mobile convergence (FMC) services with the high quality and convenience that satisfies its customers in becoming the Ubiquitous Network Society.

In addition to providing high quality fixed and mobile communications, KDDI strives to improve its corporate ethics by recognizing that everyone involved is a customer. At the core of KDDI's corporate ethics is the Total Customer Satisfaction (TCS) program, designed to promote contentment of customers, employees, and investors. With these principles and activities as a foundation, KDDI intends to emphasize harmony with the global environment and to contribute to a society rich in humanity.
WEB SITE:
http://www.kddi.com/english/
BREW DEVELOPER:
Since March 2002

brew™

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Exploring new neighborhoods, finding new restaurants and traveling to new places can be an exciting experience. However, these types of adventures bring with them the risk of getting lost, which can quickly put a damper on the fun. A collaborative effort between a progressive wireless operator and a pioneer in location-based services is making getting lost a thing of the past, helping to ensure that customers armed with mobile phones can always find their way no matter what the mode of transportation may be.

NAVITIME JAPAN CO., LTD was established in March 2000 by founders Keisuke Onishi, CEO and president, and Shin Kikuchi, CTO and executive vice president, and has quickly become a worldwide leader in computer mapping and personal navigation software. During the company's infancy, Onishi and Kikuchi focused on what they knew best – LBS algorithms – which later grew into a business software venture. The company's early work focused on an embedded car navigation system based on Windows CE and Realtime OS. Building upon its success, NAVITIME moved to develop its own suite of personal navigation applications that would enable users to get to their destinations by using their mobile phone. NAVITIME's research indicated that personal navigation services had tremendous potential, so the company turned to QUALCOMM's BREW solution as the ideal platform on which to base its services.

None other than current QUALCOMM President and CEO Dr. Paul Jacobs introduced NAVITIME's founders to the BREW solution during a visit to Japan in March of 2000. Dr. Jacobs shared NAVITIME's interest in bringing personal navigation services to the mobile device, so he promised QUALCOMM's technical cooperation, which provided NAVITIME with the application programming interface (API) of writing characters, drawing point and line, and filling in areas of a graphic. The alpha version of the first NAVITIME LBS application was completed in the winter of 2000, with the final product demonstrated at the BREW Conference in January 2001.

"During the development process, we found the BREW solution to have the highest performance, both with regard to overall speed and its affinity with GPS. This confirmed for us that the BREW solution was the most suitable platform for mobile navigation," said Dr. Onishi. "We were very happy that Dr. Jacobs shared our vision and QUALCOMM was able to provide the technical support to make NAVITIME's first mobile application a reality."

"It was important for us to find a solution that had a standardized API, provided advanced GPS capabilities that would support users in a wide range of environments, and was able to handle our program quickly and easily," said Mr. Kikuchi. "More than anything, we want to bring NAVITIME's navigation technology to the world and the BREW solution is helping us do just that."

Building on that early success, NAVITIME today leads the charge in providing consumers with high-quality personal navigation experiences on their mobile phones. NAVITIME continues to develop its applications using the BREW platform, which has proven to be faster, more dynamic and more flexible than comparable services based on other platforms. Most recently, NAVITIME collaborated with Japanese operator KDDI to provide a 3D navigation service called "EZNaviWalk." Since its launch, EZNaviWalk has been regarded as one of the best location-based applications for the mobile phone, winning the Best Up and Coming Application category of the BREW 2006 Developer Awards.

"The BREW solution has allowed NAVITIME to be very successful in deploying and marketing its NAVITIME and EZNaviWalk wireless applications," said Dr. Onishi. "We were very pleased when KDDI credited the release of NAVITIME's EZNaviWalk as one of the reasons that the operator surpassed rival NTT DoCoMo in signing new subscribers. Not only do we credit the BREW solution with so much of our success in development and deployment, but it's clear that it is benefiting the entire value chain."

The EZNaviWalk application allows users to select any mode of transportation – train, car or foot – and get an optimal route to their destination. In addition to giving directions, the service can calculate approximate travel time to the destination based on the method of transportation, as well as display station exits, pedestrian bridges, taxi cues, taxi fares and even traffic jam information – all on the same mobile phone screen.

EZNaviWalk includes both a map drawing and browser capabilities that are powered by the BREW version of NAVITIME's Mviewer. This is a high-speed vector map drawing engine that processes map scale adjustments and provides scrolling and route display functions that are more than 10 times faster than mapping done on WAP-based browsers.

NAVITIME plans to further improve its award-winning EZNaviWalk application with additional service enhancements. NAVITIME will introduce features that will allow EZNaviWalk to utilize highly functional chipsets such as those with high-speed data communications (e.g. EVDO), voice recognition and acceleration sensors that will make the service more useful. Given the advanced nature of the BREW solution, NAVITIME is optimistic that as long as QUALCOMM technologies play a major role on both the hardware and application development platform levels, the EZNaviWalk service will continue to grow.

"The BREW solution has been indispensable to NAVITIME in providing a more dynamic user experience," said Dr. Onishi. "Not only does BREW allow us to track downloads and customer usage through its robust billing and reporting features, but it also enables us to quickly reach a broad base of wireless subscribers and most importantly, monetize our services. No other platform can offer these benefits."