



European GNSS Supervisory Authority

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## **P R E S S   R E L E A S E**

# **Next generation navigation system scoops 2010 GSA EGNOS Application Prize**

**The European GNSS Supervisory Authority (GSA) awarded its 2010 European Satellite Navigation Competition Special Topic Prize at the prestigious Residenz in Munich, Germany. The winner of this year's prize, for the most promising EGNOS application, believe their augmented reality system will be a "game changer" for personal navigation.**

Salzburg, Austria-based SME, Mobilizy, is preparing to release its Wikitude Drive system onto the market at the end of October. "It will provide a new navigation experience. There's no other comparable augmented reality system on the market," says the company's founder Philipp Breuss-Schneeweis.

The system works by attaching an enabled smart phone on top of a vehicle's dashboard looking at the road. The application then overlays video captured through the camera with driving instructions. This allows users to literally drive through their phone, watching the road even while they are looking at directions.

"It's really great to win the GSA Prize and we're looking forward to making the most of it," said Breuss-Schneeweis. "With us about to launch the system, the prize should help to generate more publicity and credibility."

"The prize will help us with bringing the system to market," he said, adding that the prize should help to enable the company to network and build partnerships with other companies. "In the future we hope to be able to add Wikitude Drive to other navigation systems and add new features."

At the moment Wikitude Drive works with the commonly-used Android platform for smart phones, but the company is hoping to extend this to others in future, including the Apple iPhone.

He underlined the added accuracy that EGNOS offered for Wikitude Drive, as well as the importance of European level support in driving forward market development of GNSS applications such as Wikitude Drive.

### **Other worthy applications**

Wikitude Drive beat off competition from a wealth of promising proposals to scoop the top prize. Coming in second place was the STAR (Schools Transport Automatic Register) system to track school buses in real-time.

The STAR project, developed by UK company GEP Tec, responds to growing concerns over the safety and security of children at schools. The system uses RFID smart cards, GNSS location and time technologies and wireless transmitters to capture and

transmit a range of information such as the time and location of school transport services, as well as passenger details.

The data can be used by schools, parents, bus operators and local authorities to help ensure high quality, efficient and secure transport services, including monitoring bullying and misconduct.

Meanwhile, in third place, was an application developing GNSS-enabled robots to carry out repetitive tasks at home or in businesses. Developed by the Milan-based company Latitude Technology, their system blends EGNOS low cost receivers with sensor technologies to provide cm-level accuracy for its patented robots or unmanned rovers.

### **Compelling yet simple**

'While we received some very strong proposals, we liked the fact Wikitude Drive system was such a compelling yet simple idea with great market potential," said Heike Wieland, Acting Director of the GSA, "and the application can really benefit from the increased accuracy and reliability provided by EGNOS."

As GSA Special Topic Prize winners, the Mobilizy team will now have the opportunity to realise their idea at a suitable incubation centre of their choice within the EU27 for six months, with the option of an additional six months based on evaluation after the first period.

### **Award criteria**

The GSA Special Topic Award is given on the basis of a number of criteria:

- Uniqueness and originality of the idea
- Business potential (technical feasibility, commercial feasibility, size of market and time to market, credibility of the applicant)
- Contribution to success of EGNOS/Galileo programme in terms of exploiting EGNOS/Galileo unique features, promoting EGNOS/Galileo awareness and bringing EGNOS to new markets.

The sponsorship of a Special Topic Award at the annual European Satellite Navigation Competition is part of the GSA's overall programme to foster new applications for EGNOS, and, later on, Galileo. The applications must provide economic and social benefit to Europeans and to European industry.

The European Satellite Navigation Competition is an international competition that awards the best ideas for innovative applications in satellite navigation. It has been held annually since 2004 under the patronage of the Bavarian State Ministry for Economic Affairs, Infrastructure, Transport, and Technology.

### **Market development for EGNOS and Galileo**

The GSA, a European Community agency, works with the European Commission on a range of market development activities aimed at helping European entrepreneurs and businesses – especially high tech small- to medium-sized enterprises (SMEs), business incubators and related networks – commercially exploit EGNOS and Galileo. Such promotional activities will ensure that European industry maintains a competitive edge in the global satellite navigation marketplace.

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