

# Europe's most popular GPS navigation solution for mobile phones

## PTV navigates Jentro to the top

Jentro is Europe's leading provider of navigation systems and location-based services for mobile phones. Customers in Germany, Great Britain, France, Spain and many other European countries have chosen Jentro's GPS navigation solution activepilot.

Customer: **Jentro**, provider of mobile phone navigation solutions

Challenge: Server backend for GPS-based mobile phone navigation

Solution: PTV MobilityPlatform, PTV NaviGuide, the leading back-end software for online navigation

## Server-based navigation for everyone

"Our aim was to offer a GPS navigation system for everyone," said Erno Hempel, CEO and founder of Jentro. We focused on standard mobile phones despite their limited memory capacity and low processing power.

The solution is Online Navigation: here the route is not computed on the mobile device but on a central server which sends the route data to the mobile phone. The Jentro software client presents the route on the mobile phone display in the form of turn-by-turn navigation giving the user simple, voice-guided directions. Jentro and its partners also developed a GPS receiver that can easily be connected to the mobile phone via Bluetooth.

"We had already developed excellent client-side solutions. But we still needed the server-side technology. We were seeking a partner who could provide the entire range of online navigation solutions. We didn't want to offer cheap mobile navigation, but an attractive solution at an affordable price," says Erno Hempel.

## Online Navigation at its best

We chose PTV who provided the state-of-the-art online navigation technology we needed: the PTV NaviGuide solution calculates the route on powerful

servers, divides the route into sections and sends the data to the mobile phone via Jentro's server. The route calculation provides numerous helpful features. Users can, for instance, choose between the fastest and shortest route, specify whether they want to avoid motorways or toll roads, and select corridor-based routing or pedestrian routing.

Powerful routing is only one aspect of server-based navigation, according to Hempel. He says: "We can always provide the most up-to-date information and link new services, such as local search, that we have summarised by the term "Location Based Experience". This is where our business partner comes in: PTV's particular strength lies in sophisticated software technology. It is also a leading content aggregator and service provider. PTV's MobilityPlatform, for instance, provides the latest maps, up-to-date traffic information, city maps and POIs.



Mobile GPS navigation based on PTV software technology

## Jentro ranks no. 1 in Europe

Attractive services – that's what Jentro customers appreciate: with more than half a million customers using Jentro's activepilot the company is at the top of European rankings.

"Our aim is to make Jentro a continuing success story," says Hempel. And PTV is an important strategic partner for the company's future development in Europe and worldwide.