

Press Release

Huaqiang state-of-the-art navigation devices feature u-blox 5 GPS modules



Thalwil, Switzerland – January 7, 2008 – Huaqiang, a leading GPS and electronics supplier in China, has deployed GPS modules provided by u-blox, the leading Swiss provider of GPS receiver technology, in two state-of-the-art personal navigation devices (PNDs).

The cutting edge NAVO N1043 and NAVO N2043 PNDs feature u-blox' recently released LEA-5S high sensitivity GPS module. The module's 50 channels and 1 million correlators enable an ultra-fast acquisition performance. This makes the LEA-5S the ideal GPS engine for portable devices that require fast acquisition performance in difficult signal environments like dense city centers and indoor shopping malls.

The NAVO N1043 can be used in a vehicle or detached and used as a portable device and offers a superb combination of navigation and entertainment features including a 4.3" wide 16:9 TFT LCD touch screen, media player, integrated image viewer, 64M SDRAM 64M NAND FLASH memory and map storage options on an SD card. It also offers route planning options, multiple language support, a USB port and a rechargeable lithium battery.

The higher end NAVO N2043, which boasts an ARM11 533MHz processor and runs on the Windows CE 5.0 Core, has even higher functionality, including Bluetooth connectivity for hands-free mobile phone operation, an external GPS antenna for enhanced positioning performance, a built-in radio transceiver, extensive user interface options and a rechargeable Lithium Ion Polymer 2000mAH battery for extended battery time.

Huaqiang's NAVO PNDs are the first products powered by u-blox 5, u-blox' recently released fifth generation GPS and GALILEO positioning engine.

"u-blox' long-term roadmap of pin-to-pin compatible modules enabled us to design our new products using the LEA-4S GPS module, and to quickly and easily upgrade to the LEA-5S as soon as it became available. This enabled us to introduce our products into the market at record speed, benefiting from all the technological advances of the u-blox 5 engine without having to redesign our PCBs," said Mr. Wang Xuejun, Huaqiang General Manager. "We are delighted to have partnered with u-blox for their unique combination of state-of-the-art GPS technology and unrivalled level of customer support".

"Companies like Huaqiang are part of a new wave of Chinese manufacturers who are not merely mass producing goods but taking an active lead in developing the next generation of consumer devices," said William Liu, u-blox China Country Manager. "These companies are innovators with a firm emphasis on quality and usability that are positioning themselves to become global leaders in their chosen industries and we are extremely pleased to be a part of that success."

The NAVO N1043 and N2043 is being showcased at Huaqiang's booth (Hall B, Booth 74259) at the CES show in Las Vegas, which opened today and runs until the 10th January. To contact u-blox representatives at CES, please email sales_us@u-blox.com or call: +1 (703) 483 3180.

(High-resolution picture accessible from: www.u-blox.com/news/huaqiang.jpg)

About Huaqiang

Shenzhen Huaqiang Industry Co., Ltd. is principally engaged in the electronic and information technology (IT) industries. The Company's major products and services include mobile communication positioning and dispatch terminals, IT system integration and network security products, as well as high-end and general video products. For more information, please visit www.hqgps.com.

About u-blox

u-blox is an international company headquartered in Switzerland and listed on the Swiss stock exchange under ticker symbol UBXN. u-blox has subsidiaries dedicated to sales and customer services in the USA, Singapore and Hong Kong and additional representative offices in China, Taiwan, Korea and Japan. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems

(GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit www.u-blox.com.

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