



**Chris Smith, General Manager, Sensis Interactive**  
**Pioneer AVIC launch, Sydney, 17 May 2007**

**[SLIDE 1]**

Thank you Sakuma san.

I'd just like to do a quick poll if I may. How many of you know of or use the Whereis.com site for maps and directions?

Well, the same navigation data that powers Whereis.com is now featured in Pioneer's new state of the art AVIC system being launched today.

**So this is an exciting day for Sensis.**

We're **delighted** to be the exclusive provider of navigation data for Pioneer AVIC.

The **superior** quality of our Whereis data – matched with the superior quality of Pioneer sound, vision and communication – means consumers now have access to a **truly** elevated driving experience.

Sensis is Telstra's information and advertising business and Australia's leading information resource.

Australians turn to Sensis' broad portfolio of products and services almost **four million times a day** to help them find destinations, businesses, people, products and information:

- From our core **Yellow** and **White Pages** to the iconic **Trading Post**, in print and online;
- To our entertainment website, **Citysearch**;
- To Australia's very own search engine, **sensis.com.au**.

And all of this content is also available on internet-enabled mobiles.

- Australians also turn to our **Gregory's and UBD** print street directories by the millions to help them find their way...

- And of course, they turn to our **market-leading Whereis.com site**; as well as the **in-car, portable and wireless mapping and navigation products that are powered by Whereis.**

## [SLIDE 2]

Australians are busier today than ever before.

Technology has opened up new ways for us to take control of how we get from A to B – and wherever we want to go in between.

Whereis is at the **forefront** of applying this technology to help provide user-friendly navigation tools with our partners, that enhance the daily lives of millions of Australians.

Whereis products and services draw on the **comprehensive and rich content** generated by our UBD and Gregory's street directory products, and our Yellow and White Pages directories.

We use this content as a basis for producing the mapping and navigation data behind **almost all** of Australia's portable and wireless navigation products, as well as Australia's leading navigation site, Whereis.com.

**Whereis is the market leader in this space, and will remain the market leader** because we excel at the three core things that people want from mapping and navigation:

**Coverage** - Whereis map data covers **97%** of the Australian population.

**Currency** - Our data is **continuously** being updated.

This year, the Whereis research team has spent over **15,000 hours** analysing changes in the Australian Road network and driven over 320,000 kilometres of roads to maintain the accuracy of the database.

**Content** – We leverage the content we collect through our Yellow and White Pages directories to integrate **hundreds of thousands** of convenient points of interest into our maps - such as service stations, banks and ATMs, car parks, restaurants and more.

**Our coverage, currency and content produce a navigation experience unrivalled in the Australian market.**

**[SLIDE 3]**

Whereis has been helping Australians take control of their journey for ten years – ever since we launched Australia's first navigation database and the Whereis.com site in 1997.

Today, Whereis.com attracts around **2.4 million unique users per month** – that's almost 100,000 users per day, or 4,000 users per hour.

In fact, the site serves up a **staggering 67.3 million maps per month** to users across Sensis and other external sites.

That's an average of **26 maps per second!**

And **superior** quality aerial maps are now available on the site for most metropolitan Australian locations.

Sensis also supplies Australian consumers with maps and directions through:

- internet maps on other Sensis sites such as **Yellow.com.au**, **Whitepages.com.au** and **Citysearch.com.au**;
- the **UBD and Gregory's** printed maps and street directories;
- and a range of **wireless** applications.

We recently created an online **Whereis Workshop** to give commercial and community-based groups the opportunity to explore new ways to mash up our mapping content with their interests.

**Sensis offers Australians a range of navigation options across multiple channels to suit their needs and preferences.**

**[SLIDE 4]**

The navigation market is a fast-growing one with enormous potential.

A major study of the Australian navigation market and consumer behaviours was commissioned by Whereis late last year.

The study has uncovered valuable insights into **who is using navigation products, and who will use them in the future.**

- It found that **26% of consumers surveyed are currently using portable and - or in-car GPS navigation.**
- In general, **GPS navigation is used by all age groups** - that include singles, families and professionals.
- **35%** of all respondents surveyed are considering **purchasing a GPS navigation device** in the next 12 months.
- And **44%** said they would be **keen to try navigation products and services in the future.**

*[Source: Independent market research study commissioned by Whereis and carried out by IFM, November 2006 – January 2007].*

The findings demonstrate a **growing desire** among Australian consumers to use navigation devices to enhance and **take control** of their daily driving experience.

This is reflected in the 90% increase in sales of Whereis navigation products in 2006.

Today, more than 35% of the luxury new car market features navigation systems and all of these are powered by Whereis.

**We see GPS navigation becoming as widely used as mobile phones or the internet in the near future.**

#### **[SLIDE 5]**

The launch of Pioneer's state of the art AVIC system marks the **dawn of an exciting new era** for in-car audiovisual, information and communication.

Pioneer AVIC features Australia's first after-market hard drive, opening a **whole new layer** of navigation content capability.

You'll hear much more later about the system's unique features, but **let me give you a taste of its navigation capabilities:**



- It provides **six alternative routes** when you enter your destination.
- Its learning log **remembers your driving preferences**.
- It uses **on-screen icons** to highlight points of interest including petrol stations, ATMs, restaurants, parking lots and sporting grounds thanks to the data Whereis extracts from the Yellow and White Pages directories.
- And the **vicinity search functionality** can provide a list of nearby restaurants, florists and other businesses, wherever you might be.

Now **that's** taking control of your journey.

Sensis is **proud** to be a part of the elevated driving experience made possible by Pioneer AVIC and Whereis.

**Thank you**