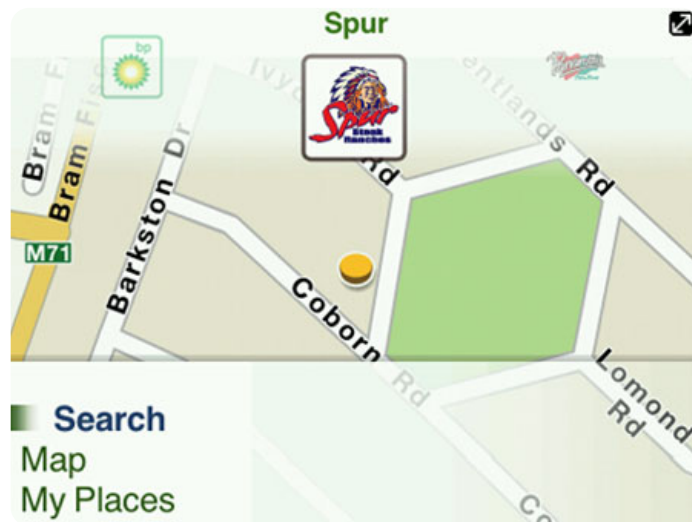


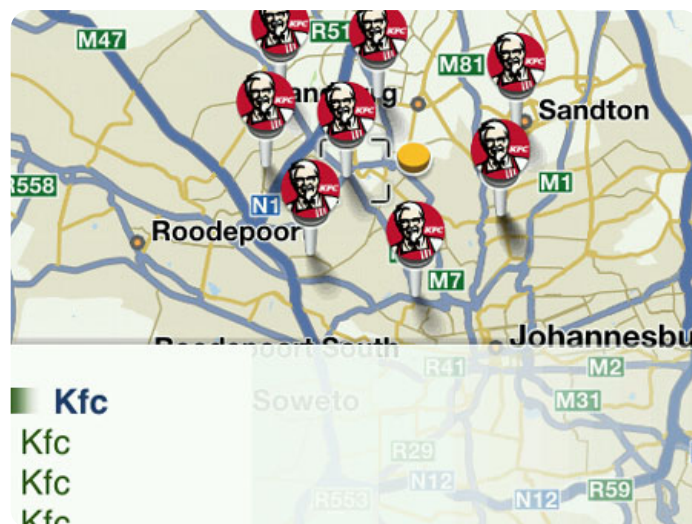
# Cell C Xplorer (Telmap powered) launches with a host of Business Positioning Systems clients aboard

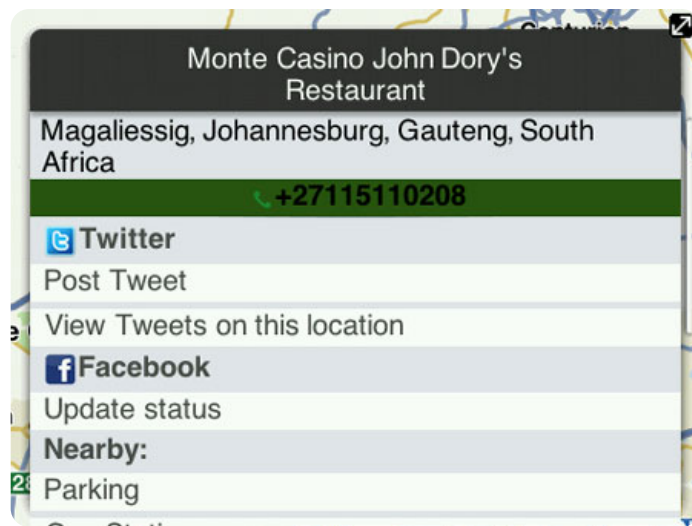
Leading Location Based Media solutions company, Business Positioning Systems (BPS) continued to offer client massive advertising value from various navigation solutions, when a host of their key clients were given "Branded Widgets" on the Cell C Xplorer platform powered by Telmap.

Issued by [Location Bank](#) 26 Apr 2012



Leading brands and clients of BPS - KFC, BP, Spur, Panarotti's, John Dory's and Kauai all received a "Branded widget" on the "Carousel" within the application. A branded widget is a brand shortcut which when clicked by the user brings up all branches of that particular brand nearest the user's current location. The user can then either navigate to the branch they choose, or call the branch, and even have the ability to Tweet about or update their Facebook status through social media integration with the application.





Clients are provided with monthly metrics including: Clicks, Click Through Rates, Number of unique user clicks, User reach, Average number of clicks per user. Daryl van Arkel (Director at Business Positioning Systems) added: *"We are proud to be able to offer our clients new innovative platforms from which to communicate with their target markets in a more contextual manner. The gap between user needs and advertiser needs is narrower with the Telmap platform and this manifests in great ROI for advertisers and a more engaging platform for users. We look forward to Telmap's application reaching more users through rollout of their mobile search, mapping and navigation solution across more providers and devices with current providers."*

Cell C Xplorer, became available from 1 November 2011 to new Cell C customers who bought GPS-enabled BlackBerry smartphones and to customers who renewed their contracts on GPS-enabled BlackBerry's. Cell C also plans to roll out this mobile search, mapping and navigation service to all its existing users with compatible BlackBerry® smartphones in the foreseeable future.

BlackBerry® smartphones that can receive the Cell C Xplorer benefit are:

- BlackBerry® Curve™ 9300 smartphone
- BlackBerry® Curve™ 9360 smartphone
- BlackBerry® Torch™ 9800 smartphone
- BlackBerry® Torch™ 9810 smartphone
- BlackBerry® Bold™ 9900 smartphone

This cutting-edge, easy-to-use mobile search, mapping and navigation tool is more than your run-of-the-mill route finder. It boasts the latest in geo-location features like Points of Interests, which lets you tap into a comprehensive database of well-known places and add your own to the map.

To find out more about the application's many features and benefits visit Cell C's webpage:

<http://www.cellc.co.za/services/cellc-xplorer>

Or visit Telmap's case studies and press releases pages about Cell C:

[http://global.telmap.com/Content.aspx?Page=Case\\_Study&CaseStudyId=190](http://global.telmap.com/Content.aspx?Page=Case_Study&CaseStudyId=190)

<http://global.telmap.com/Content.aspx?Page=PressRelease&PressReleaseId=782>

Telmap has many successful launches of mobile location-based services and is the selected provider of leading mobile operators around the world including Vodafone, O2, Orange to name a few.

**business positioning systems**  
Leaders in Location Based Media

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