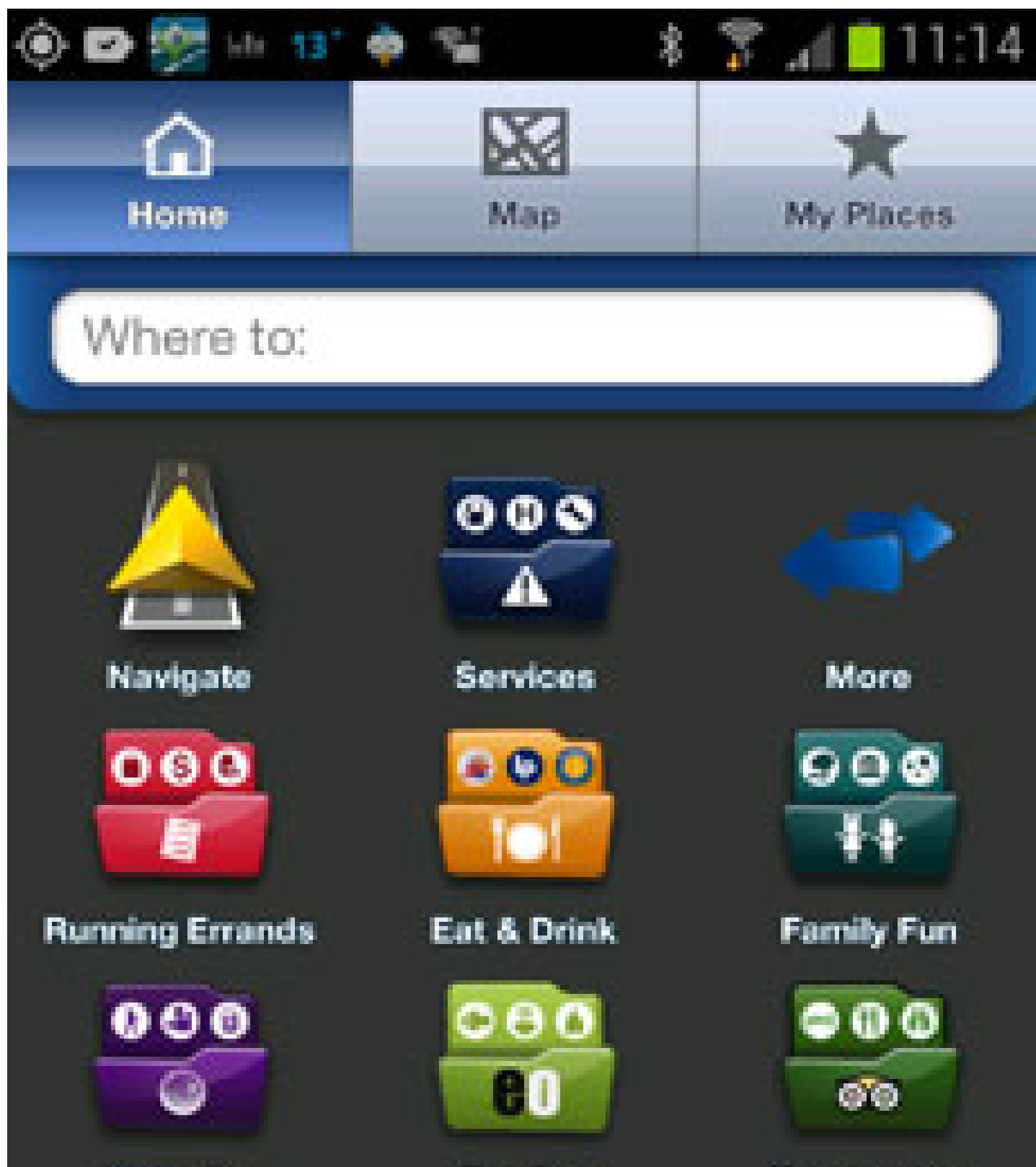


Telmap Navigator launches in SA, goes to no 1 app. KFC, BP and Nando's see huge benefit

Issued by [Location Bank](#)

14 Sep 2012

Location based media solutions company, Business Positioning Systems (BPS) continued to offer clients massive advertising value from various navigation solutions, when a host of brands where given "Branded Widgets" on the Telmap Navigator home screen and "Carousel" which launched on 1 July.



Night Out

Eat Out

Trip Advisor



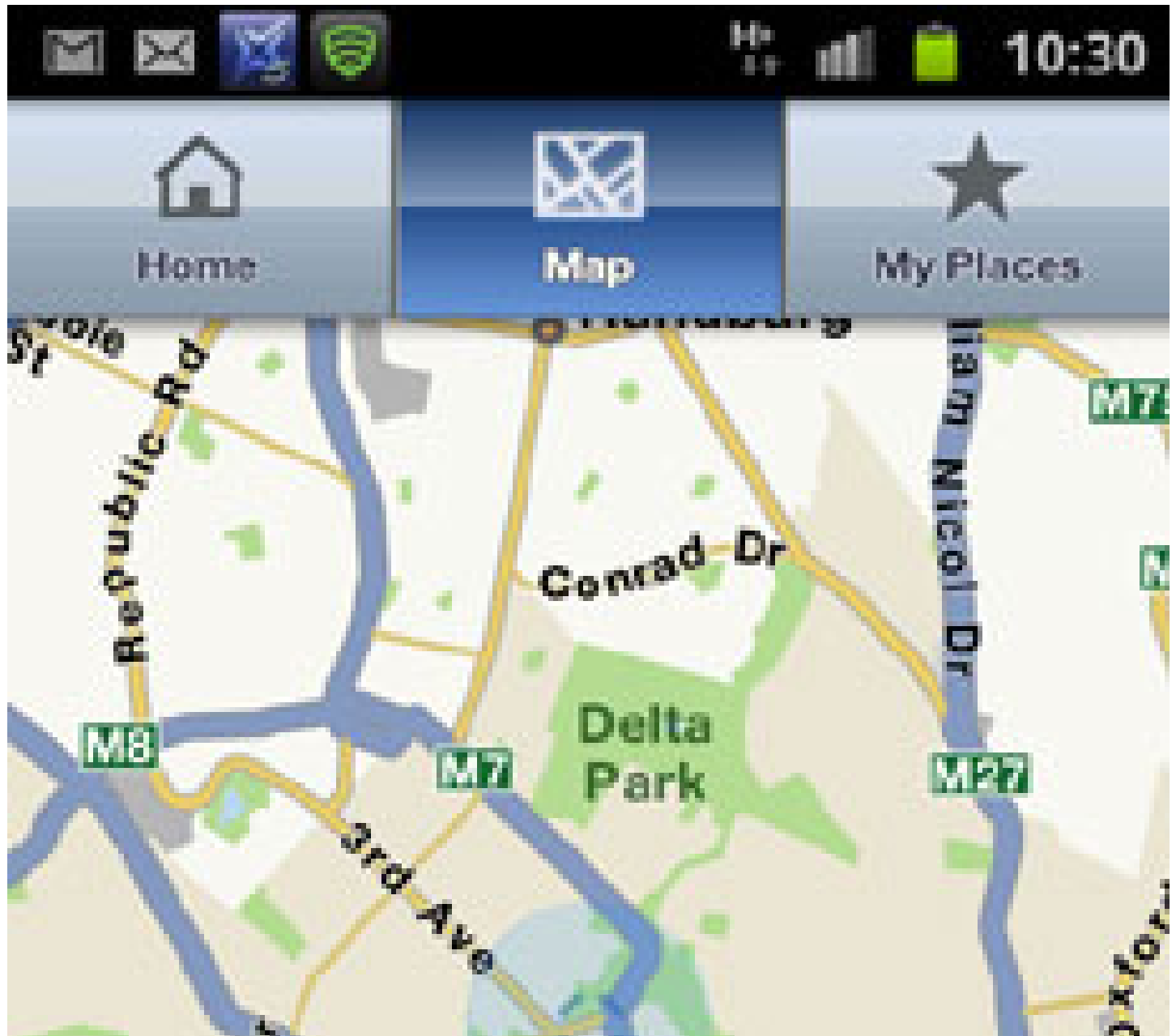
Nandos



KFC



BP







Leading brands KFC, BP and Nando's all received a "Branded widget" fixed on the home page of the Telmap application and their Widget also appeared on the map "Carousel" making life easier for users looking for products and services near their location.

Clicks on these Widgets have received amazing attention by users of the application proving that users want easy access to locating their favourite brands.

July Clicks:

Brand	Icon	Home page Clicks	Carousel Clicks
KFC		37,147	4400
Nando's		12,092	1500
BP		11,747	1650

August Clicks:

Brand	Icon	Home page Clicks	Carousel Clicks
KFC		70,573	222
Nando's		12,277	156
BP		23,944	109

Daryl van Arkel (Director at Business Positioning Systems) added: "We have been blown away by the sheer volume of clicks and the growth in clicks from month 1 to 2.

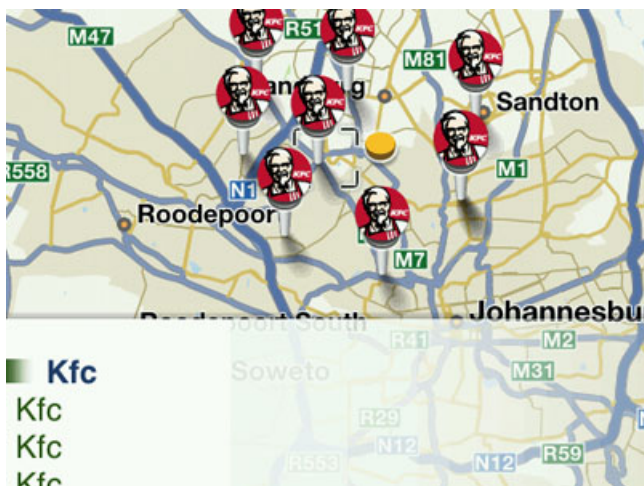
This proves that users are extremely responsive to location based advertising and that brands can cash in on platforms such as Telmap without alienating the user with annoying advertising.

In addition the massive user adoption of the Telmap application following the on-going ad campaign has been amazing, with the application going to number 1 free app in the Apple App Store after only 2 weeks. We have no doubt the advertiser value will only grow with such user adoption.

With Widgets being commercialised from 01 October 2012(app update 22 September), advertisers have the ability to keep out their competitors with category exclusivity at great advantage to themselves, ie the platform only allows for either KFC or Nando's and the brand who owns the widget will likely benefit from their competitors clicks that were lost in the test phase.

About Widgets:

A branded widget is a brand shortcut which when clicked by the user brings up all branches of that particular brand nearest the users 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 and Click to Navigate (Drive or Walk) allowing measurable ROI

Telmap Navigator is available on Android, Blackberry and iPhone from the relevant app stores.

Blackberry -

<http://appworld.blackberry.com/webstore/content/122610/?lang=en>

Android -

https://play.google.com/store/apps/details?id=com.vodacom_sa.navigator&feature=search_result

Apple iPhone -

<http://itunes.apple.com/us/app/telmap-navigator-free-sat/id550067446?mt=8>

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.

To get your Location Based Marketing needs fulfilled or find out more about our services including Drive-by-Media, various GPS and Digital map listings, Google Map(Places) listings and Optimisation, Location Point Advertising, and GPS downloader software contact Business Positioning Systems on email info@bpsystemonline.com / www.businesspositioningsystems.com.

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