

## Company Overview

Decell Inc. is a privately owned company founded in 2000 and registered in Delaware, USA. With a fully owned Israeli subsidiary, Decell leverages its unique technology to provide accurate, real-time traffic information based on the location and movements of mobile phones.

Decell's Autoroute-1 system offers the mobile, navigation, media, enterprise, and government markets real-time traffic information that is accurate, comprehensive and cost effective. The company's patented technology and unique architecture provide state-of-the-art tools for improving the efficiency of road networks.

## Mission

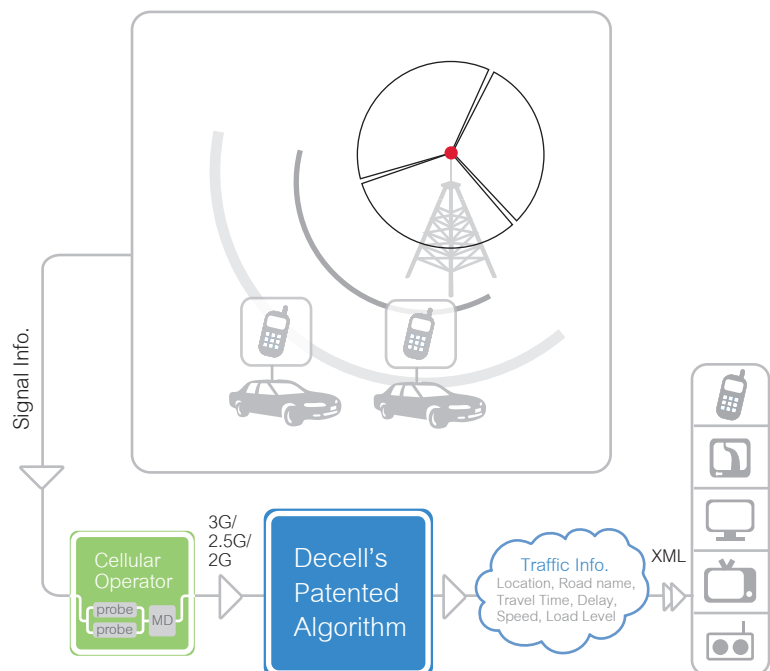
Decell's mission is to bring accurate road traffic information in real time to the general public at any time and in any place. Decell's vision includes strong partnerships with mobile operators with a nationwide coverage and a diversified subscriber base. Decell is looking to deliver accurate, real-time traffic information over a variety of technologies and applications to the public.

## Technology

Decell's patented technology is based on the fact that cellular networks use their systems to constantly probe network events, enabling the acquisition of a large sample of locations of mobile users. This data is the raw input for Decell's system.

Decell uses its patented algorithms as well as advanced statistical analyses in order to evaluate the data and filter out unwanted noise and interference from such sources as pedestrians, busses, or trains. Only information that is found to be accurate is taken into account and translated into real-time traffic information.

The processed information is provided by Decell to its customers through a variety of technologies, applications, and devices via an XML stream. Autoroute-1 maintains total end-user privacy with full compliance of regulations. All outgoing network information is purely statistical, anonymous, and provides no specific details on individual user locations.





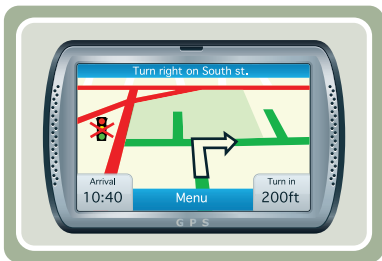
# Market Segments

Decell addresses all customers who have a need for accurate traffic information in real time. Therefore, Decell has identified five market segments it believes have the greatest need for real-time traffic information.



## Mobile Users

Mobile phones are constantly on-line, which makes them ideal to receive real-time traffic information. A large array of applications can be built around mobile phones that can deliver traffic information to subscribers. Combining real-time traffic information with applications such as cellular navigation brings an additional value to subscribers who need to choose their most effective routes.



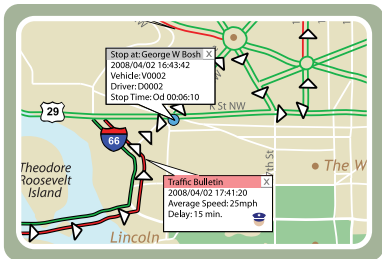
## Navigation

Navigation devices have been seeing a huge surge in demand over the past few years. A next step in making these devices more intelligent is to supplement them with real-time traffic information, allowing users to find out the fastest route to their destination, rather than the shortest. Alternative routes can be compared with real-time information and constantly updated.



## Media

The Media segment is comprised of every platform that broadcasts to the masses including TV, radio, the Internet, electronic billboards, and dynamic messaging signs.



## Enterprise

Enterprise customers with vehicle fleets can benefit from real-time traffic information that is fed directly into their fleet management system. This provides them with a more effective management of their fleets and saves valuable time and money.



## Government Segment

There are a number of public entities such as transport departments, local municipalities, and emergency services that have a real need for real-time traffic information. Being constantly updated in order to react fast to changing road conditions is as important as is having tools to manage the road network.

