

**For Immediate Release**

## **Latitude Technologies and Maptuit® Enter Service Agreement**

Victoria, B.C. – July 17, 2003 – Latitude Technologies announced today that it had reached agreement with Maptuit Corporation to use Maptuit's proprietary web-based map generation and retrieval service. Maptuit Corporation is a leading supplier of eGeo services with geographic coverage including North America, Western Europe and selected countries within South Asia.

To ensure total interoperability, Latitude previously completed configuration and field-testing of the Maptuit map engine platform with Latitude's LWS Sentinel wireless data management system. SkyNode LMC and other LMC product users who have a LWS Sentinel subscription are now able to store and retrieve real-time and historic online map presentations of asset location and tracking.

Mark Insley, President and Chief Engineer of Latitude Technologies, made today's announcement. Giving recognition to Maptuit, Mr. Insley said, "Latitude Technologies is very pleased to count Maptuit among our community of business partners. Maptuit's map generation capabilities are world-class in every respect." Mr. Insley concluded, "Our partnership with Maptuit now allows Latitude to provide an end-to-end solution for any company, government agency or individual interested in location and operational-status tracking for commercial or personal aircraft, on and off-road vehicles and marine craft - all for less than \$30 a month."

Latitude Technologies Corporation is based in Victoria, B.C. Latitude was founded in 2001 by Mark Insley with the mission of developing and marketing TCP-IP based telematics equipment, particularly for the management of risk and location of critical assets. For more information on Latitude Technologies, contact Mark Insley at 250-888-4475 or [mark.insley@latitudetech.com](mailto:mark.insley@latitudetech.com). For more information on today's announcement, contact Mr. Insley or contact Peter Parrish of *The Signal Group* at 604-329-8476. Visit Latitude Technologies online at [www.latitudetech.com](http://www.latitudetech.com).

About Maptuit Corporation:

Maptuit ([www.maptuit.com](http://www.maptuit.com)) is an Application Services Provider (ASP) of optimized e-Geo solutions built around the industry's most sophisticated model of the North American road and street network. Maptuit supplies



transportation solutions that reduce the operating expenses of trucking companies by calculating truck-friendly routes, optimizing for miles driven, toll costs incurred and driver time. Maptuit supplies the infrastructure needed to find addresses, calculate efficient consumer or truck-friendly routes, and to determine the optimal way to assign and deploy resources. Maptuit is also a supplier of location-based and GIS services to the Telematics industry and counts among its users some of the largest users of Mapping and Routing Services for commercial and consumer purposes. Maptuit has offices in Burlington, MA, Denver, CO, and Toronto, ON.

Maptuit is a registered trademark in the United States. Maptuit and other names or logos identifying the services are trademarks or service marks of Maptuit Corporation.

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