

Press release | November 24, 2010

NoAE Innovations Competition 2010

- **Innovations for the automobile industry**
- **Over 400 submissions from 23 countries**
- **Our company among the 30 prize winners (innovation-champion TOP 30) from 6 countries**

Munich/Stuttgart: The NoAE Innovations Competition has steadily grown since it was founded in 2007 and continues this trend in 2010.

The project has been announced on the NoAE online platform in 10 different languages. Canada is in 2010 the first official partner country of this industry competition.

Rainer Brüderle, German Federal Minister of Economics and Technology, is the sponsor for 2010. His predecessors from 2007-2009 were Michael Glos and Karl-Theodor zu Guttenberg.

During the 6-month application phase, companies, inventors, universities and research institutes from 23 countries worldwide submitted over 420 innovation ideas.

This exceeded the numbers from the "record year" in 2009, when there were 380 submissions from 20 different countries.

Ideas with high customer value

Again this year, new ideas all around the automobile are being sought, especially from companies in "non-automotive" sectors. For this year's competition, four main topic clusters are given, which are of particular importance for the automobile industry:

- **The Vehicle Interior, a special environment**
- **Communication and IT inside the Vehicle**
- **Eco Innovation - New Approaches in CO₂-Reduction**
- **Efficient and Flexible Production**

Independent experts examined the submitted ideas for their innovative power and performance. The jury consisted of 30 people in total, of innovations managers, development leaders and experts in various fields, including 12 representatives from major automobile manufacturers.

The 30 best ideas come from 6 countries (Canada, Israel, the Netherlands, USA, Austria and Germany) and will be presented as prize winners (innovation-champions TOP 30) for 2010 on November 24, 2010 at the »**Würzburg Automobile Summit 2010**«.

On March 17, 2011 there will be another presentation of the 30 NoAE prize winners within the framework of an international event in Düsseldorf.

Our company has succeeded: We are among the 30 prize winners and have been invited to present ourselves:

Our GuideWeb optimizes navigation by timely and accurate traffic information (in a range approx. 50 km) based on with Smartphone communicating vehicles.

As a participant in GuideWeb the user receives first hand traffic information. A vehicle meeting another one has information about the traffic situation to be expected – it allows a glimpse of its own future! Through this the GuideWeb participant (respectively the navigation system) can with the knowledge of the traffic situations in “his future” choose his optimal travel route. GuideWeb supplements in near range other traffic information services very nicely. Participation in GuideWeb is for free – only the SW application MapSynthesiser and Smartphone for

communication and information exchange between vehicles have to be available.

Beyond traffic flow optimization GuideWeb offers additional opportunities of Location Based Services (notifications, advertisements, etc.).

Customers get more and more used to act not only as a consumer but also as a producer becoming a “prosumer” (Facebook, Twitter, Wikipedia ...). In this new self-concept GuideWeb supports him – the GuideWeb principle: one gives, one takes.

GuideWeb saves the customer money and allows relaxed driving comfort and thus improves safety.

About NoAE

NoAE (www.noae.com) is an intercompany initiative with the objective to strengthen the competitiveness and future of the automobile and supplier industry. Noae is organised into project initiatives and was founded in 2002 by well-known personalities of the automotive branch and with the collaboration of the European Commission. NoAE is a member of the “Initiative Networks of Competence Germany” of the Federal Ministry for Economics and Technology (BMWi).

About BlackForestLightning

BlackForestLightning is a start-up enterprise for vehicle navigation based on communicating vehicles. We develop and market the GuideWeb concept, the MapSynthesiser software system as well as Consulting Services for Implementation and Marketing. MapSynthesiser is combined with a navigation system (e.g. on a Smartphone) and significantly improves its navigation through up-to-date traffic information. BlackForestLightning is open to discuss the technologies, implementations and integration on suitable platforms with potential partners.