

## **Destinator GPS smartphone application will pioneer integration of mobile social networking services into turn-by-turn GPS navigation with GyPSii's Open API, OpenExperience(TM)**

The Associated Press

Intrinsyc Software International, Inc. (TSX: ICS), a leading provider of software and navigation solutions for mobile devices, and GyPSii, the market-leading mobile digital lifestyle application and geo-mobility social media platform, today announced a partnership to integrate GyPSii's award-winning social media and contextual advertising/coupon functionality into the globally acclaimed Destinator navigation application for smartphones. The combination of the two heralds a first for the mobile navigation segment with the full integration of social media features into a mobile turn-by-turn navigation application.

"With social networks becoming so integrated in our lives, we felt that it was key to combine the GyPSii social media experience with turn-by-turn navigation. Destinator continues to drive differentiation through innovation, and we feel the integration of GyPSii into the navigation experience will enhance our customer's experience and generate additional demand for our application worldwide," said Tracy Rees, Chief Executive Officer, Intrinsyc. "With an established customer base and intuitive user experience, GyPSii is the ideal partner to bridge the Destinator application into the world of social networking services."

Using GyPSii's API, OpenExperience, Intrinsyc plans to integrate GyPSii technologies into the next generation of Destinator smartphone applications due out later this year. GyPSii enhanced Destinator will allow users to connect with major social networking services with a single sign-on, providing an all-in-one channel to update friends on what they're doing and where. The integration will allow users to display contacts from other social networks while in map view - whether in-vehicle or on-foot. In addition, users will be able to directly route to any of their social networks contacts and seamlessly share information from their travels into their social networks.

"We are thrilled to extend the GyPSii OpenExperience API to Intrinsyc and Destinator, a trusted brand and leader in the navigation business," said Dan Harple, Founder and Executive Chairman of GyPSii. "Intrinsyc's choice to build their app with our Open API, Open Experience, aligns with the widespread adoption of OpenExperience across major OEMs and carriers. The combination delivers an app that truly connects your online social media experience with the Intrinsyc Destinator."

The Destinator application is available currently on the Android Market and Windows Mobile Marketplace and through the Destinator NavStore

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([www.DestinatorNavStore.com](http://www.DestinatorNavStore.com) (<http://www.DestinatorNavStore.com>) ), and is planned for release on the Apple App Store in the coming weeks.

About Intrinsic Software International, Inc.

Intrinsic empowers device makers, mobile operators, and silicon vendors to deliver compelling, next generation mobile devices faster with higher quality, and differentiating innovation. We help our customers deliver compelling products using our unmatched expertise with the leading OS platforms including Android, Apple, Blackberry, Linux, Symbian, Windows CE and Windows Mobile. Intrinsic delivers Destinator, the most feature rich navigation application with the best integration for leading smartphones, including from OEMs like Motorola and LG Electronics. Destinator is also available through leading application stores and Intrinsic's own navigation store [www.destinatornavstore.com](http://www.destinatornavstore.com) (<http://www.destinatornavstore.com>) . Intrinsic is publicly traded (TSX: ICS) and headquartered in Vancouver, Canada, with offices in China, Israel, Taiwan, U.K. and the United States. [www.intrinsic.com](http://www.intrinsic.com) (<http://www.intrinsic.com>)

About GeoSentric (GyPSii)

GyPSii is the market-leading mobile digital lifestyle application, providing an integrated social media and contextual advertising platform. GyPSii connects people, places, communities, content and advertising across networks and devices, with patented and patent applied-for technologies for the transfer and publishing of location based information between mobile devices. GyPSii provides apps and Open API solutions to a wide range of companies, such as Samsung, LG, RIM, Wind River, Garmin, China Unicom, China Mobile, China Telecom, and others. GyPSii apps are available on Apple's iPhone, Symbian, Windows Mobile, RIM Blackberry, Android, Java, MID/Linux, Palm webOS, and accessible via most well-known mobile app stores Based in Salo, Finland and Amsterdam, The Netherlands, GeoSentric operates offices in North America, Europe and Asia Pacific. GeoSentric is listed on the Nordic Exchange (NASDAQ OMX: GEO1V). For more information, visit [www.gypsii.com](http://www.gypsii.com) (<http://www.gypsii.com>) . 5/8 2010 GeoSentric. All rights reserved.

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