

FOR IMMEDIATE RELEASE: January 8, 2007
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10East Corp. Announces Bolt-on Maps, an Internet Mapping Web Service

Jacksonville, FL – Monday, January 8, 2007 – Today, 10East Corp. announced Bolt-on Maps, which is a feature rich, Internet-based, “pay as you go” Internet mapping web service that can be quickly and securely integrated with almost any corporate business system. Bolt-on Maps’ sophistication equals or surpasses any modern web-based mapping engine in existence, plus it provides some important features that make it the perfect “Bolt-on” to increase the value of corporate information systems.

The Bolt-on Maps API utilizes AJAX technology to provide a fully interactive user experience, complete with click-and-drag map panning, zooming and centering with the mouse scroll wheel and left-mouse double clicks, etc. Users can also navigate using intuitive tools that hover modestly over the surface of Bolt-on Maps. More impressive, the Bolt-on Maps API can provide customers with customized base maps, text and graphical map pins (markers), information balloons, and much more, allowing it to serve as a modern Graphical User Interface (GUI) and sophisticated reporting tool for existing corporate database driven applications.

“10East identified a need to augment its popular RailDOCS suite of services with user-friendly interfaces based on interactive maps. After reviewing the products and services available in the marketplace, we simply could not find a solution that we could confidently integrate with. Almost all Internet-based mapping solutions assume that information will be published to the public at large, and on “fixed” base maps that are suitable for everyone (one size fits all). Available solutions simply did not meet the unique needs of 10East customers. Given the trouble we faced finding an appropriate mapping solution, and knowing that others would suffer from the same limitation, we chose to create Bolt-on Maps, use it ourselves, and offer it as a Web Service for others with similar needs,” said Mike Wilson, Vice President of 10East Corp.

Lester Hightower, 10East’s Chief Technology Officer, said, “Bolt-on Maps user interfaces are anchored by a North American base-map, built from NAVTEQ data, a world leader in premium-quality digital map data. This base-map alone can be used to create an infinite number of world-class mapping applications, but where we really start to differentiate our service is in our ability to render custom map tiles, drawing customer-specific infrastructure, from customers’ own GIS data, and seamlessly integrate those with our high-quality base-map. 10East Corp.’s pure service model places us in a unique position to economically provide such high levels of customization, which drive customer ROI much higher. Secondly, and because security was one of our driving concerns, we focused a great deal of energy ensuring that Bolt-on Maps can work for customers, even in the tightest of security environments.”

About 10East Corp.

10East Corp. is a SaaS/BPO (Software as a Service / Business Process Outsourcing) Provider of Business Management Solutions to the North American Railroad Industry. 10East's flagship service, RailDOCS (Railway Daily Operations Control System), has been enabling world class business management in the rail sector since 1996. RailDOCS provides companies with tools that enable the efficient management of business intelligence, business processes, personnel, projects, and tasks, while lowering capital and operating costs. RailDOCS is extensible to the mobile worker through the RailDOCS Mobile Business Platform, driving mobile business processes, the collection and dissemination of information, and communication with the front-line mobile employees, while also managing every aspect of the mobile applications, communications, hardware, and users. 10East customers include the rail giants BNSF Railway Company, Canadian Pacific Railway, CSX Transportation, Union Pacific Railroad, and a number of other railroads and rail transport oriented companies.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 2,100 employees located in 139 offices in 25 countries.