

## FOR IMMEDIATE RELEASE

Talent Cruiser: a new medium for publishing, advertising, searching and communicating on the web, based on maps and geographic space

SAN JOSE, CALIFORNIA, June 13, 2006: Talent Information Systems, a high-tech start-up company located in Athens, Greece, today announces the launch of Cruiser, a new platform for delivering internet services that use geo-spatial data, maps and location-aware information ([www.cruiser.gr](http://www.cruiser.gr)).

Cruiser-based applications are offered as "Cruiser channels" through an easy to use interface that allows users to:

- Navigate over 3D landscapes and browse maps
- Search and locate geo-coded information
- Inspect geographic features and browse linked web sites
- Graphically define spatial filters and perform structured queries
- Create "smart" collections – saved searches
- Create and embed personal geo-coded content (notes, photos, etc)
- Import from / Export to GPS
- Share data and collections with others
- Work on-line or off-line
- Personalize the views and print customized maps

Service and content providers can deliver their own services or host others' services, through individual channels. The content, look & feel and functionality of a Cruiser channel can be specified as required by its owner – operator. Each channel works independently from others, while common geo-data infrastructure can be shared across channels to create mash-up applications.

Cruiser channels are hosted by Cruiser servers which support fast streaming of geographic content via optimized network use and data compression methods.

Other key features of the platform include:

- Support for vector, image and elevation types of geographic data
- Built-in support for distributing multilingual content
- Transparent updating of geographic-data and application code on the clients (in effect, zero-cost application management)
- Centralized authentication and management of users across channels
- Application deployment "shell" capable for supporting a wide range of different applications which can benefit from Application Programming Interfaces (APIs) providing access to mapping and database manipulation features of the core Cruiser platform

Cruiser client and Cruiser server are developed in Java, which allows for availability across the most popular Operating Systems.

Cruiser is provided as a free download from [www.cruiser.gr](http://www.cruiser.gr), currently with a few experimental channels that demonstrate the capabilities of the platform. An advanced client version, Cruiser Plus, and Cruiser Server will soon be available for purchase at a price to be determined.

### **About Talent Information Systems S.A.**

Talent S.A. ([www.talent.gr](http://www.talent.gr)), founded in 2003, is a small high-tech, start-up company located in Athens, Greece, committed to delivering innovative tools for new markets. During the last three years Talent got involved in a number of projects and carried out applied R&D towards the Cruiser family of products. Talent is seeking to exploit Cruiser through technology licensing, business partnerships and joint ventures.

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