Avionics

Car Navigation

In-Car Electronics for the Automotive Industry

Marine Electronics

Precision Farming



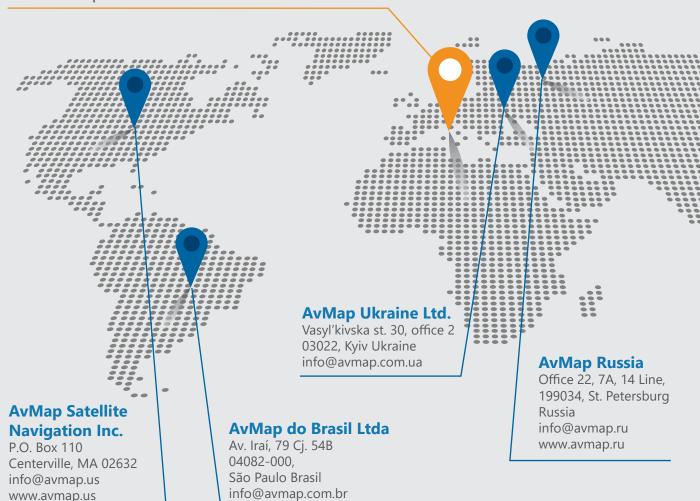


100% Made in Italy customized navigation systems and smart electronics.

AvMap s.r.l. a socio unico

www.avmap.us

Manufacturing-Headquarter Viale Zaccagna 6 54033, Carrara (MS) Italy info@avmap.it www.avmap.it



www.avmap.com.br

Sectors of Activity



Avionics



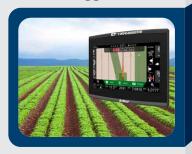
Car Navigation



In-Car Electronics for the Automotive Industry

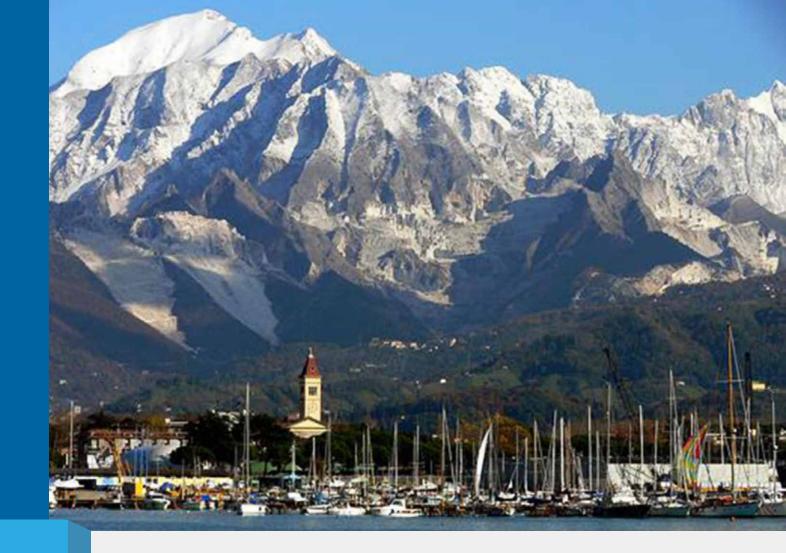


Marine Electronics



Precision Farming

Your journey, our Technology.

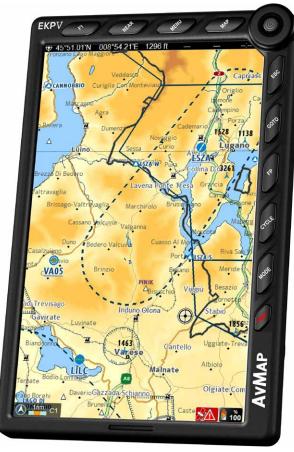


AvMap Group, an Italian Hi-Tech Excellence

30 years of expertise in Moving maps and Navigation Technology

AvMap is the leading Italian manufacturer of GPS navigation systems.

AvMap was founded in 1994 in Carrara, Tuscany, within the TWS group, active in the sector of assisted navigation since 1984.



Hardware manufacturing & software development for Consumer, B2B, OEM markets

AvMap manufactures assisted navigation solutions and smart electronic devices for different sectors: automotive, marine, aeronautic as well as intelligent farming.

AvMap serves B2C, B2B and OEM markets worldwide.

100% Production Control



Where new products come to life

AvMap is not another system integrator, but a group of passionate electronics, mechanical and software engineers, and UI designers, who constantly research, design and bring to life new electronic solutions for specific customers' needs.

AvMap's Vision

Proprietary technology

The combination of flexible production, long time expertise, knowledge transfer through different markets and continue innovation makes it possible for AvMap to develop complex products in limited time.

AvMap products are positioned in all those markets requiring high technology and high quality with medium-small volumes, typically not interesting for big players and not achievable for small companies.

The group in-sourcing policy has proven to be a competitive advantage, as AvMap can provide know-how in all the stages of production:





The European original equipment manufacturer Creating and driving technologies

AvMap offers the innovative technologies and professional services you need to rapidly deliver new, differentiated solutions.

Customization or tailoring can take place at different levels: adaptation of existing hardware, adaptation of software on existing hardware, design and development of new hardware. Whatever is your navigation need, AvMap B2B business unit can provide you with a tailor made solution.

B2B Partnerships

AvMap and TWS Group have been serving OEMs for 30 years in aviation, marine and terrestrial navigation. AvMap adopts 3 golden rules in the relationship with OEMs:

- Adapt the offering to different requirements
- Provide complete service, from hardware to software and packaging
- Put AvMap' experience at OEM's service

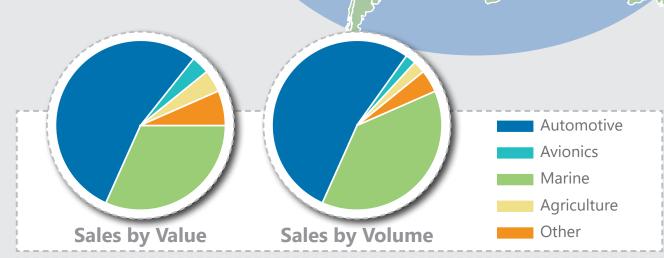
AvMap Group
Facts

Products sold in 46 Countries
Offices in 4 continents

More than 100 AvMap branded products and accessories

30 Years of Expertise

5 SW developed for 5 Operative Systems



035 Big B2B Costumers

004 Funded Research Projects with international partners





70% of employees are Engineers

35% of key personnel are Women

Languages spoken









Marine Electronics



Off Road



Motor Sports





9

Radio Hams



AvMap Group Strengths



Insourcing

From software development and hardware engineering to manufacturing, marketing and distribution, everything is done within the group.



A wide panorama of GPS applications

More than 30 years of expertise in navigation technology for marine, aeronautical and terrestrial navigation.



High Flexibility

Insourcing and knowledge in different markets ensure the capability of adapting the product to customer's needs.



A lean organization

Allows fast decision making and efficient project management.

Avionics

avionics.avmap.it

AvMap's avionics solutions are dedicated to the Sport / Ultra light and General Aviation market. AvMap avionic products are 100% Made in Italy since 1994 and used by private pilots, aerobatic teams as well as by Armed forces, Governmental agencies, rescue teams, Civil Defense.

AvMap is founded, deriving its name from the sector of Aviation.

1994

2

AvMap launches a hybrid product the GeoPilot, which can navigate by sky and by land.

2006

4

AvMap launches EngiBOX, an engine monitoring system for ROTAX aircraft engines. With the EngiBOX Portal, AvMap offers an innovative data collection service based on the cloud, where users can monitor the performance of their engine anytime.

2016



TWS s.r.l. designs and produces for Agusta (today Agusta Westland) the first military approved portable navigation system for helicopters.

1992

AvMap launches the first Electronic knee Pad (EKP) and in few months it conquers the European and American market. Up to that moment, pilots used to attach paper maps on their leg, while this solution came with a large and bright screen which could display lots of useful information. EKP was the first of a long successful product line that has been making continuous progresses.

1994

AvMap expands its activities beyond navigation, including new avionic instruments in its product line such as Electronic Flight Information Systems (EFIS) and ADAHRS (Air Data, Attitude and Heading Reference System).

2013





Portable GPS

AvMap GPS are used by thousands of private pilots worldwide, from the successful Electronic Knee Pad series "EKP" to the hybrid Geopilot to navigate by sky and by land.



Instruments

AvMap develops instruments for LSA and high performance aircrafts such as artificial horizons, EFIS, ADAHRS, Engine monitoring systems.



Panel Mounted solutions

AvMap Avionics System is the easy to install, light and cost effective system designed for light-sport, ultra light & experimental aircraft. It can be interfaced with other on board instruments and third party accessories.





MARKETS

Armed Forces, Governmental Agencies

Voluntary Rescue Teams, Civil Defense

Farmers or spraying companies

End users (GA pilots, private pilots, flight schools, sport teams)



Car Navigation

The early days: AvMap pioneers portable GPS

In the early 90's AvMap develops one of the first portable car navigators. When the portable navigator mass market boomed around 2005, AvMap is already a well established GPS producer.

From the Desert Cruiser to the Geosat 6 TV, AvMap has marked the GPS evolution.

The GPS Boom: AvMap differentiates

As the Car GPS enters the GDO, AvMap differentiates the production and finds new challenges focusing on specific applications of the GPS technology. Thanks to a deep understanding of the different applications of the navigation technology AvMap can provide customized solutions for any navigation need. Several products are launched for motor sport competitions, off road vehicles, recreational vehicles and rescue operations.



The Desert Cruiser

AvMap designs and produces the "Desert Cruiser", the first moving-map portable navigation system for cars. Inspired by the Paris-Dakar races in the desert, The Desert cruiser featured a 10" black and white display and huge key buttons.



The origin of the street navigation

The navigator gets urban as AvMap produces one of the first devices for the car, the Road Cruiser.



The Geosat series

The Geosat car navigator was born, the first of a long-lived product line that has been evolving trough the years gaining brand awareness.



AvMap and the car manufacturers

AvMap starts supplying car manufacturers, producing portable GPS that are standard equipment in special editions of Peugeot cars.

Geosat 4 Travel is the world's first navigator with audio-video input and APRS compatible.



Geosat 5: a GPS for any navigation need

The Geosat 5 Series meet different navigation need: Geosat 5 camp for the RV vehicles lovers, Geosat 4x4 for the off road lovers, Geosat 5 APRS for Radio Ham and so on...



The multifunctional challenge

AvMap designs and produces Geosat 6 Phone TV, the first GPS with built-in breath analyzer, GSM and DVB capabilities.



B2B Partnerships and Innovation

Starting in 2008, AvMap focuses in some niche markets developing highly customized products in collaboration with specialized partners. Thanks to a deep understanding of the different applications of the navigation technology AvMap can provide customized solutions for any navigation need.

Niche Markets



2



Geosat6 Regolarità

the GPS with trip master and average speed chronometer dedicated to regularity class motor races such as the Mille Miglia.

Motor Sport

Off Road

Geosat 4x4 Crossover

Developed with the Italian National Military Geographical Institute, Geosat 4x4 is the one and only GPS dedicated to Off road navigation.

Geosat 6 CAMP

The first portable GPS solution dedicated to Recreational Vehicles, launched in collaboration with the most authoritative magazine for RV in Italy.



Recreational Vehicles

Geosat 6 APRS©

Developed with Kenwood USA. Geosat 6 can be connected to any APRS© ready Kenwood radio in order to see right on its screen the position of fixed and mobile APRS© stations.





In-Car electronics for the automotive Industry

From portable GPS to in-car solutions

In 2007 AvMap starts working closely with car makers to designs tailor-made car navigation systems. AvMap soon gains the trust of car makers and becomes official supplier for PSA group (Peugeot and Citroen), and TOYOTA Motor Europe.

Beyond navigation

As in-car navigation solutions become more and more integrated, sophisticated and connected, AvMap expands its horizons beyond navigation developing other kinds of in-car electronics such as hotspots, apps and services for the connected car.

2007

2008

2011

2012

2014

2014

AvMap introduces the concept of "PNiD" Personal Navigation in Dashboard: in-car integrated and portable at the same time. AvMap designs special car mounts to integrate the portable navigator into the car's dashboard. Geosat 6 is connected to the car speakers through a special docking station, custom designed for Peugeot 207.

Mitsubishi Motor Company Brazil includes AvMap Geosat 5 in the L200 Savana. It is one of the first portable GPS included in a car standard equipment in Brazil. AvMap supplies the Brazilian Federal Police Department.

Responding to a growing demand for mobility AvMap completes its products range offering mobile navigation apps for iOS devices.

AvMap starts working with Toyota Motor Europe

AvMap expands activities beyond navigation producing a hotspot module for the Toyota and Lexus range.

AvMap produces for TOYOTA Motors Europe a Navi Box connecting to the head unit display through Mirror Link, one of the first of this kind.



PEUGEOT

In-Car electronics **Products**



Geosat 6 Phone TV for Peugeot 207 **Energie Sport**





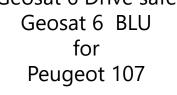
PEUGEOT

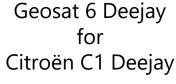
CITROËN



TOYOTA

Geosat 6 Drive safe Geosat 6 BLU for







Tailor-made car mount for the integration of TomTom GPS for Toyota Aygo Connect





LEXUS

TOYOTA/LEXUS



TOYOTA

Tailor-made car mount for the integration of TomTom GPS for Toyota Aygo Connect







NaviBox for Toyota Aygo 2004



Intelligent Agriculture

farm.avmap.it

Top notch electronics applied to agriculture

GPS technology applied to intelligent agriculture: helping farmer save time, reduce environmental impact and increase efficiency.

- Precision farming navigators (AvMap brand)
- Auto steering systems
- Smart GPS receivers
- Displays for parallel guidance, sprayer control ad seed counters (OEM)



MARKETS



Tractor Manufacturers

Implement Manufacturers





1

AvMap launches G6 Farmnavigator, one of the first portable GPS dedicated to Precision Farming, helping farmer to approach precision farming with portable, professional yet affordable solutions.

2009

AvMap starts producing for OEM

2010

2

The Farmnavigator product line expands with accessories such as GPS receivers for different precision requirements, autosteering system, power adapters for any kind of vehicle and spare parts.

3

G7 Farmnavigator is launched, and thanks to strategic partnership with leading manufacturers of agricultural machinery, it connects and interfaces with several external devices and implements.

2014

2016

Marine Electronics

1985, the group has been pioneering the sector of marine navigation and electronic charting. Our marine activity is entirely dedicated to OEM. Products or part of products are sold to OEMs all over the world.

The best implementation of C-Map charts

C-Map and AvMap belonged to the same Group of companies till 2007, when C-Map was acquired by Jeppesen, a subsidiary of Boeing. Today the two companies maintain a strong connection and keep collaborating very actively.

GPS navigators

Marine navigation software

GPS receivers

Routers

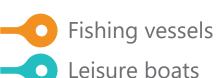
Fish finders (eco-sounder)

Gas analyzers for diving applications

Cloud services



MARKETS





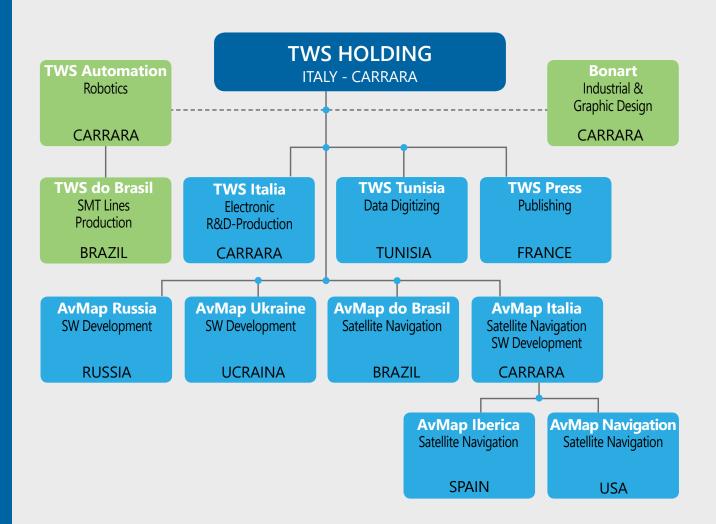


TWS Holding

Total control of production

Our products are built within the TWS Holding, a group of companies specialized in different stages of the production process: from engineering to manufacturing, marketing and distribution.

TWS solid background has allowed AvMap to maintain production facilities in Italy, keeping high quality standards and positioning its products in the high-end segment of the market.



- T.W.S. Holding: financial management, administration and logistics.
- T.W.S. Automation: industrial automation machines.
- T.W.S.: electronics design and production.
- **AvMap:** software development; product marketing.

Corporate History

The evolution of Assisted Navigation

TWS Electronics is founded.

TWS starts the production of charting systems (for OEM) based on C-Map charts.

C-Map creates a new vector format for marine electronic charting, that soon becomes an international standard.

AvMap is founded. Electronic Charting Know How and Hardware production expertise are transferred to the Avionics and Car Navigation sectors.

C-Map chart production activity is sold to Jeppesen (Boeing Group). TWS Group maintains the production of Hardware for marine OEM.

AvMap enters new markets opening AvMap do Brasil and the Group acquires companies in Tunisia and Spain to expand activities.

Quality Commitment

Quality as a growth strategy

AvMap quality policy makes it possible to comply with the high demanding quality standards of the automotive industry as well as the aeronautical industry.

AvMap commitments to quality and has introduces a number of preventive actions for potential quality issues and production capability:





On the WEB

Farming

farm.avmap.it
Sales info: farm@avmap.it

Avionics

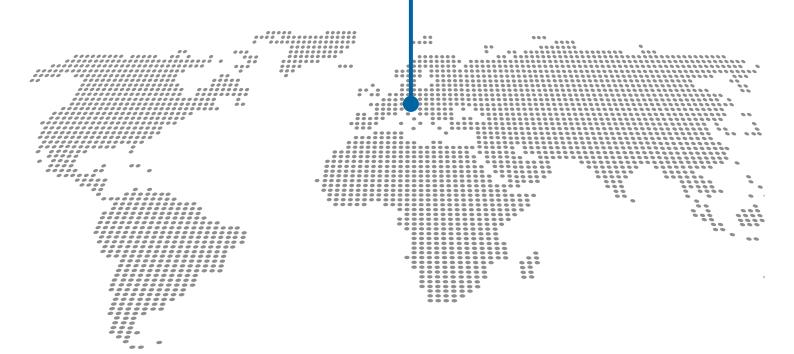
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Car navigation and In-car electronis

www.avmap.it

Marine electronics

www.seiwa-direct.it





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