

## Major GPS maker licenses Windows CE phone platform

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Intrinsyc Software has signed a deal to license its Windows CE-based Soleus feature phone software platform to a "major" manufacturer of handheld GPS devices. The undisclosed licensee will use Soleus to integrate telephony features in its personal navigation products, along with such features as a camera and a media player, Intrinsyc said.

Intrinsyc describes [Soleus](#) as "a turnkey software solution based on Windows CE that offers a new way to develop mobile phones." Soleus is said to offer a lower-cost and more flexible software platform for "feature phones" and other mid-tier mobile handsets, a high-volume opportunity that is unserved by Microsoft's Windows Mobile OS, which focuses on higher-end Smartphones. The platform includes pre-certified telephony software components, as well as various applications aimed at consumer handheld device applications, according to Intrinsyc.



The undisclosed OEM (original equipment manufacturer) will use Soleus "for the development of GPS-enabled mobile phones," Intrinsyc said, of which a "limited number" will be produced and shipped for market testing in calendar 2007. Following product validation and testing, production release is expected to occur in Q4 of 2007 or Q1 of 2008, after which Intrinsyc will begin to receive per-unit royalties.

The market for GPS devices is expected to grow at 50 percent over the next three years, according to analyst firm [Ventana Research](#). Additionally, feature phones, potentially including GPS, are forecast to become the largest category of mobile phones sold by 2010, [according to Strategy Analytics](#).

Intrinsyc chairman and CEO Glenda Dorchak stated, "Licensing Soleus to a major OEM in the personal navigation segment is an important milestone toward Intrinsyc's future as a leading supplier of wireless software solutions." Dorchak added that the deal "signals the evolution of Intrinsyc's business to include site-licensing revenues from Soleus licensees and royalty revenues as customers begin product shipments."

Last year, Taiwanese ODM (original design manufacturer) Wistron became the [first Soleus licensee](#).

Specific terms of the agreement between Intrinsyc and the unnamed GPS device manufacturer were not disclosed.