BCI NAVIGATION and SCAALE Ltd., joint venture to conquer Indian market and raise $10M in 2012.

BCI Navigation and **Scaale Ltd** have established a joint venture in order to **reach the Indian market,** becoming a key player in the mobility market, **and to raise $10M of smart money of global investors for BCI in the first half of 2012.**

With this partnership, both parties will be promoting, developing business and delivering interface adaptations and applications for the needs of the Indian clients, based on the GEOD software, a technology in the field of mobility that BCI has been developing for over fifteen years.

GEOD technology can change the game on the mobility field of emerging markets like India, helping changing lives and creating value to the Indian cities and towns and the people who lives and works there. On the other hand, **there is no mobility operator leading the Indian market, so this opens a huge door to position BCI as a leader in the mobility field in India,** and eventually in other emerging markets. **The opportunity to grow in India is huge and the timing is now:**

- In 2012 there will be 60 million of smart phone compatible with BCI technology.
- A young India provides excellent growth opportunity, 54% is under 25 years old.
- Largest English Speaking Market in the world, more 500 million people can speak.
- Rising literacy rate, jumped to 76% as per latest census.
- India has been growing at more GDP 8%, because of backlog of development growth rate will be continued, India was a sleeping Giant that only just woke up, this growth rate will continue for many years to come.

Scaale has over 30 years of experience in Indian market developing IPOs, creating sales strategies and raising capital, so Scaale becomes the best match and a high value partner for BCI Navigation to help reach their goals in emerging markets and raising capital in 2012.

About GEOD technology

GEOD is a data-processing software chain, covering all the stages of data processing from creation through to implementation in applications, which enables virtually real-time management for all types of communication devices by connecting them to a cartographic environment.

GEOD software suite is suitable for installation, implementation and use in India. The technology is ready to go and easy to manage. It can be easily translated to all languages. All GEOD needs is a few operators who have followed a short training course.

Through its Mobility applications, GEOD has a general vocation of accelerating development; GEOD is an active participant in what could be called reduction of the digital fracture.

GEOD's Mobility has impact in virtually all fields such as transport, health, agriculture, safety of people and goods, energy networks, telecom networks, environmental protection, carbon footprint reduction, etc. In this quality, GEOD is a major asset for India.

Technology application for Indian market

BCI technology is a global solution and it is ready to go. Hundreds of Indian applications will be developed locally in a short time for general purpose and professional market. This technology will allow building 3D - real time database for the mobility of an entire city-state with the work of just 4 trained non-technician people in just some weeks, versus years of work with the current technologies. This is why BCI technology can change the game of mobility in emerging markets.

The database will feed the CRISTINE navigation/guidance system on smartphones and the web application eToocan that will provide users the crowd sourcing opportunity to update themselves the database for their own needs in real time. With this technology, locals can create from the scratch the entire map of their city and all the resources available on it, like schools, hospitals, etc.

For the Indian professional market there are already some existing applications of the GEOD technology. For example, the management and control of energy points for electricity and gas providers. This will allow to know, in real time, where and when there are out of service energy points in the city, so the local energy companies can fix them more efficiently.

Following the same idea, GEOD technology will also address numerous problems in transportation field (urban, aerial, river, etc.) that will help a variety of industries to be more efficient.

About BCI Navigation

BCI NAVIGATION, is a supplier of software solutions in the field of Mobility, specifically in the complete coverage of the Mobility chain (localization, data base management, generic software, and telecommunication applications). These solutions are multi modal and are suited for the current PC/GPS/Telecom synergy.

The BCI solutions for managing any type of database take full advantage of the easy access to mobile internet. An essential consequence of this is the ability to update databases 'virally', and thus provides a significant advancement in the existing technologies in this field.
BCI Navigation is listed on Euronext Compartiment C – code 7619

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About Scaale

Scaale Ltd. assists companies in their second round or beyond to raise capital from global investors and create the best strategy to increase the valuation of the company and prepare it for an eventual global exit.

Scaale is a Hong Kong based company with foot print all over the world thanks to its worldwide local partnerships and companies in over 10 countries.

Scaale executive team has more than 30 years experience running sales and manufacturing businesses in the U.S., Europe, Asia, and South Asia, and have spent decades helping countless companies of all types and size access foreign markets, especially emerging markets.

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