

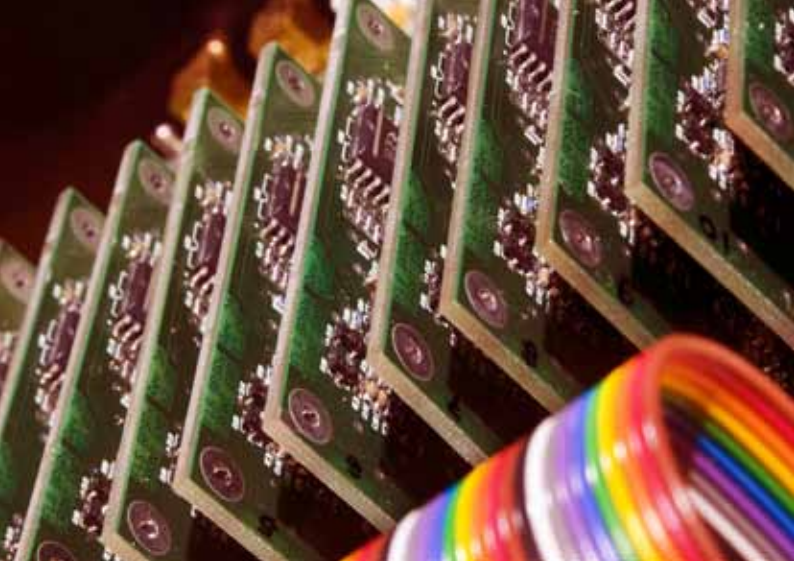


# DID YOU KNOW

A device developed by IRL scientists in the 1990s was pivotal in helping Navman compete successfully in the global GPS market.

When Navman wanted a cheaper, better alternative to expensive, overseas-sourced antennas for its early GPS products, it turned to IRL, who developed a lightweight patch antenna that delivered improved performance.

Navman's GPS receiver – incorporating the IRL-designed antenna – was unique and world-leading, making it sought after by global customers. Navman made and sold more than half a million over a seven-year period, helping the company to achieve phenomenal growth in revenue and staff numbers.



## WHAT DOES THIS MEAN?

IRL's success in developing exclusive antenna technology for Navman was crucial to it becoming a serious player in the GPS industry.

During the 1990s, the fledgling GPS industry was dominated by large technology companies but Navman was able to win market share because of its ability to manufacture its innovative patch antenna cost competitively at a low volume.

The Navman example illustrates how IRL capability can effectively bridge research and development gaps and create export opportunities for savvy high technology companies.

