

Transplant GPS Launches RightWay GPS Product Line

Las Vegas, NV – booth #4612 – January 7, 2008 – Transplant GPS is pleased to announce the launch of its RightWay branded GPS product line at CES 2008. New products include three all inclusive personal navigation devices (PND) and the E-Traveler software designed specifically for the 2008 Summer Olympics in Beijing.

All three RightWay all-in-one personal GPS navigation devices make getting lost virtually impossible. All units are ready to use straight out of the box, just follow the menus on the full color touch screen to enter an address or point of interest. In less than a minute, the RightWay GPS unit will acquire a satellite fix, determine your exact location, and then calculate a route from point to point using Navteq maps.

Unlike many navigation systems, all RightWay units have text-to-speech capabilities in English, French and Spanish. Not only will it show you where to turn, it audibly announces the name of the next street enabling you to focus on driving safely. Combine turn-by-turn voice guidance with the option of 2- or 3-dimensional map view – complete with points-of-interest – and lane guidance and you'll be navigating complicated interchanges with confidence.

RightWay offers three different PND models: the 350, the 4301-B, and the 4302-B. Although similar in their basic function, there are a few key differences in the units.

Key Differences in Right Way Personal Navigation Devices	350	4301-B	4302-B
Screen size	3.5"	4.3"	4.3"
Maps	Continental U.S.	U.S. & Canada	U.S. & Canada
Bluetooth enabled for hands free calling		X	X
AV input for backing camera		X	X
TMC for up to date traffic reports			X

The RightWay product line also includes the E-Traveler software designed for the savvy traveler. The E-Traveler is an electronic travel guide providing more than just navigation by car. What sets the E-Traveler apart from other travel software is it enables you to navigate by foot, subway or bus in addition to car. Compatible with any Windows Mobile GPS device, its electronic maps provide a plethora of information to make your travels more enjoyable, such as historical information about local attractions, hotel ratings, and restaurant reviews. In celebration of the 2008 Summer Olympic Games, Beijing, China has been chosen as the featured launch city for the E-Traveler series. In addition to all the regular travel guide and navigation information, the E-Traveler- Beijing will include Olympic venues and a schedule of Olympic events.

To coincide with the release of their extended product line, Transplant has made the decision to rebrand the products formerly known as EMTAC. While continuing the tradition of high quality products which EMTAC was known for, the RightWay brand encompasses the full spectrum of GPS products needed by today's consumer.

The EMTAC brand will gradually be phased out and replaced by the RightWay brand. The EMTAC Mini-S3 will be sold under the RightWay brand as the MS3. The EMTAC Trine will be replaced by the RightWay Trine XL featuring the SiRF Star III chip set. The names of all GPS ceramic patch antennas will continue to be identified by their dimensions. Transplant GPS anticipates the transition from EMTAC to the RightWay brand to be complete by the end of the first quarter.

About Transplant GPS

Since its origination in 2000, Transplant GPS has worked with industry leaders to provide innovative GPS products for today's consumer. While originally known for the EMTAC brand add-on GPS components, Transplant GPS has recently expanded its product line under the brand name RightWay. Their full line of RightWay branded GPS products range from GPS components to software to all inclusive personal navigation devices. While continuing the tradition of excellence the EMTAC products were known for, Transplant GPS provides high quality GPS solutions and superior customer service through both its U.S. and China offices. For more information about Transplant GPS and RightWay products, visit either TransplantGPS.com or RightWayGPS.com.

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