



Authors (from body; name, chairman and secretary of the body) NAVI Programme		Type of publication	
Coordinator Antti Rainio, Navinova Ltd.		Assigned by Ministry of Transport and Communications	
		Date when body appointed	
Name of the publication Final report of Personal Navigation NAVI Programme			
Abstract <p>The goal of the three years NAVI Programme has been to develop and test mobile network location services, mobile positioning devices and different guidance services in within the framework of consumer demand and the possibilities of technology. The programme was launched and financed by a group of major enterprises in mobile communications together with Ministry of Transport and Communications, Finnish Technology Agency Tekes, Finnish Fund for Research and Development Sitra and other partners in the public sector.</p> <p>The management board of NAVI Programme established a set of supporting projects, which have solved problems in usability, legislation and service architecture independent of technology or a certain application. User needs have been studied by interviews in Finland, Germany and Italy. Users consider the location-based services (LBS) useful. User culture will arise gradually based on positive user experiences. The user-centric design methods have been developed for the product development of navigation services, the usability of devices and services has been evaluated and the ethic questions examined. The new legislation aims at securing the user intimacy when a mobile phone is positioned. During the programme, the legislation in various countries has been widely investigated. The interfaces of positioning and LBS are still under development; the recent standards of location and map services have been tested by the test-beds of the programme. The pilot projects got an opportunity to cooperate with the supporting projects thus providing more interaction among projects than traditionally.</p> <p>The positioning technology and the development of its applications will ease the traffic and its fluency. The markets in Finland are quite advanced but small when compared internationally, and the success in commercialisation necessarily requires orientation towards global markets.</p> <p>Based on the experiences in NAVI programme we propose that personal navigation in the future be supported e.g. by implementing joint test-beds serving research and development as well as service pilots promoting the use of public sector information. NAVI Programme has provoked in Finland a cluster of partners in LBS, NAVI Network, to continue cooperation when the programme ends.</p>			
Keywords positioning, location, navigation, mobile services			
Miscellaneous			
Serial name and number Publications of the Ministry of Transport and Communications		ISSN 1457-7488	ISBN
Pages, total	Language Finnish	Price	Confidence status Public
Distributed by Edita Plc		Published by Ministry of Transport and Communications	