

Press Release 010 Xplova – Rectification Garmin Edge 800

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Xplova expresses concern over Gamin's Edge 800 product launch information

First touch screen GPS bike computer was launched by Xplova at Eurobike 2009

Friedrichshafen, August 31st, 2010 — Xplova Inc., a leading provider of premium GPS devices for cyclists, asks for rectification of misleading information in Garmin's german pressrelease announcing the launch of the latest Garmin Edge 800 GPS Bike Computer.

Garmin will launch their new Edge 800 with a touch screen at Eurobike this year; in their press release Garmin explicitly describes the product as the FIRST Bike specific GPS with a touch sensitive screen.

“With the tremendous expansion of ‘first, greatest and best’ claims in today's marketplace, it is particularly important for Xplova to address deceptive technical or introduction claims, so that consumers can be sure that the products they buy have the innovative attributes they want,” said Vincent Cheng, CEO of Xplova.

“We understand that for any company it is all about selling the product, it is however, equally important to accurately communicate and advertise those products; unfortunately false ‘claims to fame’ are par for the course these days. Essentially, both dealers and consumers are duped as the manufacturer purposely misleads them. Contrary to Garmin's current claim, it was during Eurobike 2009 that Xplova launched the first ever GPS Bike Computer with touch screen and navigation. The Xplova G5 GPS bike computer with a 3.5” colour display touch screen was on sale in Germany by November 2009. The Xplova G5 also offers full function navigation and preloaded detailed Topographic or street maps.

“We feel confident and assured in our approach to innovation and are quite happy to see that Garmin has followed our lead, indeed the addition of a touch screen is an important feature for this kind of product. But to set things straight, we are officially asking Garmin to stop making this false claim and to rectify the actual fact of first time introduction to the market.” continues Vincent Cheng.



On a special note:

The Xplova G5 GPS bike computer is selected as one of the candidates for the “2010 Tour Milestone Product Awards” by TOUR Magazine. Clearly a sign of recognition for Xplova, the company that developed and brought an innovative new concept such as the Xplova G5 GPS bike computer with touch screen to the market in 2009.

The formal “2010 Tour Milestone Products Award” vote and the subsequent Award Celebration will take place at the Delius Klasing industry invitation at Eurobike on Thursday, September 2nd.

TOUR, based in Munich, Germany is the largest consumer road cycling publication in Europe.

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About Xplova Inc.

In 2008, Xplova Inc., manufacturer of premium outdoor GPS products, was founded by a group of biking and outdoor enthusiasts. Headquartered in Taipei, Taiwan, the company is an affiliate of Mango Research Corp., one of the largest ODM suppliers of Personal Navigation Devices (PND) to leading global brands. Xplova GPS products, marketed worldwide, combine state-of-the-art design with intuitive software applications, comprehensive map packages and a community portal for the management and sharing of data. Xplova is a registered trademark of the Mango research corp.

Find more information on www.xplova.com