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Digital map provider extends license agreement with Acuity Mobile

Washington Business Journal - by [Darlene Darcy](#) Staff Reporter

Digital map provider **Navteq** announced Tuesday that it's investing in and extending its license agreement with Greenbelt-based **Acuity Mobile**.

Navteq, headquartered in Chicago, will be acquired by **Nokia** for \$8.1 billion next month.

Acuity's patented EMAP technology enables delivery of targeted advertising content to mobile devices depending on the user's location and interests.

"The investment in Acuity Mobile will serve as a fortification of our interactive and mobile advertising delivery prowess," Navteq executive vice president, John MacLeod said in a statement, "The more finely we target advertising, the higher value it brings to consumers and advertisers alike."

Acuity's licensing agreement with NAVTEQ will extend to include navigational content in addition to previously licensed traffic related content.

Terms of the equity deal prevent Acuity from disclosing the value of the investment. However, the company's president co-founder, Alan Sultan, said the investment will allow the company to expand its marketing and sales efforts as well as its technology deployment.

Acuity announced last summer its plans to hire additional staff by the end of 2007 and is now hiring 10 technical and sales employees.

Acuity Mobile was co-founded in 2006 by Alan Sultan, serial entrepreneur Chuck Rieger and Mapquest's founder Barry Glick.

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