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Thinknear GeoVideo Enables Mobile Performance

Location-Based Audience Targeting Now Available for In-Stream Mobile Video

SUNNYVALE, CA -- (Marketwired) -- 10/27/15 -- Thinknear by Telenav (NASDAQ: TNAV) today announced the introduction of Thinknear GeoVideo, a mobile video advertising solution focused on enabling mobile video targeting and engagement for brands. [Thinknear GeoVideo](#) is the first and only in-stream mobile video product featuring Thinknear's full set of location-based mobile targeting capabilities.

"Mobile video has quickly become one of the most important endeavors for digital marketers. More and more video content is consumed on mobile devices but the challenge is reaching the right audience," said Loren Hillberg, Thinknear's president. "Coupling video with the unique targeting capabilities offered by location data, we can offer marketers the ability to deliver high-quality, VAST-compliant content to specifically targeted audiences at the right time."

Mobile video accounted for 55% of mobile data usage by the end of 2014, according to [Cisco's latest 2015 Mobile Forecast](#). Historically, location-based targeting within the mobile in-stream environment has been limited to IP-based ZIP code or designated market area (DMA) level targeting. Thinknear GeoVideo delivers more accurate and precise location targeting across all mobile in-stream inventory by making use of Thinknear's Scored Geofencing, GeoAudience, and GeoBehavioral targeting products. Applying Thinknear's industry-leading targeting capabilities to mobile video enables better performance for marketers and better experiences for users.

"Location-based audience targeting is a powerful tool that has not previously been available in the mobile video space," said Rebecca Paoletti, CEO of CakeWorks, a leading digital video agency. "Connecting targeted audiences to engaging video content is not only a highly attractive value proposition for marketers, but with added specificity around demographics, interests and location, highly relevant and useful to consumers themselves."

Thinknear GeoVideo technology will be deployed across Thinknear's network of 45,000 programmatic app partners. The autoplay pre-roll and in-stream videos will deploy at optimal points in the user's mobile experience, such as changing levels in a game, navigating to a new feature in an app, or transitioning to a new piece of content. As a result, marketers' messages will be integrated into the app experience, helping to increase engagement while delivering better performance for marketers.

About Thinknear

Thinknear is a location-based marketing platform focused on delivering amazing mobile campaigns for agencies, brands and consumers. Thinknear's platform delivers the accuracy, scale and technology required to effectively leverage mobile location data to power better consumer experiences. As a division of Telenav, Thinknear leverages exclusive access to over 15 years of proprietary location data. To learn more, please visit www.thinknear.com and follow @thinknear on Twitter.

About Telenav, Inc:

Telenav is a leading provider of location-based platform services. These services consist of our map and navigation platform and our advertising delivery platform. Our map and navigation platform allows Telenav to deliver enhanced location-based services to developers, auto manufacturers and end users through various distribution channels, including wireless carriers. Our advertising delivery platform delivers highly targeted advertising services leveraging our location expertise. Follow us on [Twitter](#), on [Facebook](#) and on [Google+](#).

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