

AGORA-C

TECHNOLOGY AND LICENSING OVERVIEW

ISO 17572-3 STANDARD FOR LOCATION REFERENCING FOR GEOGRAPHIC DATABASES PART 3: DYNAMIC LOCATION REFERENCES

ISO Standard 17572-3, also known as AGORA-C, is a location referencing technology that is independent of underlying map technology and enables sharing highly accurate location referencing information between applications such as navigation devices, traffic information systems and other location-based services.

Unlike conventional geocoding technologies, AGORA-C specifies a method for dynamic encoding and decoding of location references for geographic objects such as road junctions, incidents, and points of interest without requiring predefined location codes or lookup tables.

Traditional geocoding-based systems may fail to locate a target accurately due to discrepancies between map data, level of detail available or differences in how objects or locations are described. AGORA-C provides highly accurate location referencing regardless of map differences. Additionally, the technology enables efficient routing based on dynamic traffic information and supports the development of proactive traffic management services that could reduce roadway congestion, promote efficient vehicle routing and help save fuel costs. Overall, AGORA-C enhances services available through traditional navigation devices and has several other potential applications for wireless location-based services.

IMPORTANCE OF INTERNATIONAL STANDARDS

Designing a solution to accommodate the widest variety of map data sources and represent them with extreme precision across the broadest spectrum of devices from diverse vendors requires the cooperation of experts and leaders in the industry.

Working within the framework of International Standards Organization (“ISO”), AGORA-C, was conceived and refined to meet those challenges. AGORA-C was developed, ratified and published as an open ISO Standard and known formally as ISO 17572-3 Intelligent Transport System (ITS)-Location Referencing for Geographic Databases—Part 3: Dynamic Location References.

AGORA-C CAPABILITIES

The AGORA-C standard specifies a number of key capabilities important to ensuring compact and efficient data communications coupled with extremely precise location referencing:

- Attributes and encoding rules
- Logical data modeling
- TPEG physical format specification for dynamic location references
- Coding guidelines for dynamic location references helping implementers
- Compressed data format specification
- Compatibility and interoperability ensuring device and map independence

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IMPORTANCE OF INTERNATIONAL STANDARDS (CONT.)

Having gone through a rigorous and open standardization process, AGORA-C has been developed collaboratively by industry experts seeking to create the most compelling solution for the market. Through ISO's vendor-neutral process, AGORA-C will benefit from regular maintenance and extensibility helping ensure its relevance and applicability to new applications and markets far into the future.

As an open, innovative, and extensible standard, AGORA-C enables broad-based support and spurs competition. This in turn helps foster dynamic markets and propels product innovation by creating an ecosystem of competitive yet compatible devices and superior services that benefit consumers.

AGORA-C PATENT POOL LICENSE

Highly advanced technologies generally require significant levels of investment coupled with considerable research and development. The results of these efforts are often protected by patents that may be held by one or more of the technology's creators. Most standards organizations have patent policies that require companies contributing to the standard-setting process to identify their patents that are likely to be essential to the standard. Those policies also typically require the contributors to grant licenses to these patents on reasonable and non-discriminatory terms. Unlike non-standardized technologies where the existence and quantity of applicable patents and licensing terms may not be known, essential patent holders involved in the AGORA-C standards development process identified the existence of their potentially essential patents in an open and transparent manner and committed to grant licenses for those patents on reasonable and non-discriminatory terms.

In addition to the open disclosure of these patents to the ISO, the patents in the pool have been further vetted for essentiality by an independent third-party patent expert. As a way to facilitate open access to AGORA-C essential patents, the creators of the AGORA-C standard, Panasonic Corporation, Robert Bosch GmbH, Siemens Aktiengesellschaft and Tele Atlas BV, have come together to pool their essential patents under a single joint patent license agreement.

Having a commercially available single license with identified essential patents available from a single patent pool administrator simplifies the licensing process and promotes market-driven pricing which in turn creates a level playing field for licensees while significantly reducing the risk of implementing a technology that might otherwise have an unknown or unproven IPR situation.

The AGORA-C patent pool license provides several advantages over other forms of licensing such as bi-lateral and Open Source licenses. Traditional bi-lateral licensing presents inefficiencies associated with the necessity of having multiple licensors negotiate with multiple licensees. The time and resource needed to conclude licensing negotiations can be prohibitive.

PATENT POOL

LICENSING ADVANTAGES

Via Licensing Corporation has been chosen to administer the patent pool license on behalf of holders of AGORA-C essential patents. The availability of the AGORA-C patent pool license from Via Licensing benefits the industry and consumers in several key ways:

- A proven and efficient agreement structure that facilitates implementation of AGORA-C. A license is available for an initial five year term that can be continuously renewed at the licensee's will.
- Economies of scale in obtaining rights to the essential patents from multiple parties in a single transaction.
- An efficient licensing process with a single agreement to review and execute versus the alternative of multiple individual negotiations and transactions with each IPR holder.
- Assurance of market-appropriate royalties and a level playing field for competition due to the availability of standard terms offered on a non-discriminatory basis.
- Streamlined reporting using a secure, always available, online reporting website versus multiple reports and payments to individual licensors through multiple reporting mechanism, often including non-automated methods.
- Added value for your products and your company through the acquisition of independently assessed essential IPR.

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AGORA-C PATENT POOL LICENSE (CONT.)

This is often exacerbated by time zone and language differences as well as the potential of having to negotiate with a competitor. Licensees are often unsure if their stronger or larger competitors have better pricing due to their superior market positioning. This has the potential to create an unlevel playing field where companies compete on their ability to negotiate rather than on the strength of their product or service offering.

Open source licenses are derivative forms of copyright licenses that are drafted using indefinite language which can create significant ambiguity in the interpretation of the rights and obligations of licensors and licensees. These licenses do not provide an adequate solution for licensing patents that are essential to the implementation of the open source application. As a result, there have been several high-profile patent suits involving open source applications, some of which have taken years to resolve. While the intention of open source licensing is to allow broad access to technology, copyright-based license agreements do not sufficiently clarify the parties' obligations pertaining to patents infringed by the open source application.

Complementing the ISO IPR policy, the AGORA-C patent pool license offers simplified and streamlined access to patents essential to the implementation of AGORA-C. It is provided within an open licensing framework offering licensees assurance of a well-proven method of obtaining essential patent rights coupled with the assurances of level playing field.

ABOUT VIA LICENSING CORPORATION

Via Licensing works with technology innovators to provide effective ways to manage and grow the value of intellectual assets. By bringing together owners of essential patents for standards-based technologies, Via Licensing forms joint patent licensing programs, commonly referred to as "patent pools." Patent pools provide manufacturers and service providers convenient access to the collection of essential patents through a single license and at a predetermined price. By developing patent pools for standardized technology, Via Licensing aids in the broad proliferation of standardized technologies and the creation of a healthy and competitive commercial environment.



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