

The background is a vibrant blue and white digital landscape. It features a grid pattern, glowing yellow and cyan lines, and clusters of blue spheres that resemble particles or data points. The overall aesthetic is clean, modern, and high-tech.

Altha

Easy Way Easy Going

For better navigation and tracking

Consumer oriented and useful vehicle navigation, security and tracking products to the future

GAM Technology 5th Ltd is introducing its vehicle navigation and tracking products to the Singapore and Malaysia markets during the upcoming MAPA (Malaysia Auto Parts & Accessories) show at Mid Valley Exhibition Centre from 9 to 12 August. The company is the sole distributor of Althina GPS navigation devices for Singapore and Malaysia and manufactures the StarTrac alarm monitoring system.

The Althina A660 handheld car-mounted GPS navigation device is a palm-sized device which can be easily removed and installed into any car. It features a 3.5-inch touch screen and a 300MHz CPU with a built-in battery. The device also has a 1GB SD storage card expansion slot and comes with a 1GB SD card.

For added functionality, the A660 has an inbuilt MP3 music player and photo player which acts as a portable multimedia player. The introductory price is RM1,290.

GAM Technology is also introducing its StarTrac GPS alarm monitoring system. The StarTrac system is a small and very stealthy hardware alarm monitoring system for real-time monitoring of vehicle location, speed, and engine status. It is designed for use on a wide range of vehicles and is easy to install. The introductory price is RM1,290.

Navigating your way to the future

Althina A660 3.5 inch touch screen device

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Albert Liew, MD of GAM, at the launch of his GAM products at a recent exhibition.

cars-my ISSUE #49 2007

Althina A660

■由專業研發的Althina A660，是進入車門、整合影音功能的多式GPS產品。其GPS導航功能，提供完整的分層式導航，優化GPS功能的操作步驟，除了GPS導航功能，A660也是具備可攜式多媒體裝置，整合了照片瀏覽、音樂播放功能，最特殊的支援MP4格式的動態檔案，只要將影片存進記憶卡，就能把A660當做隨身劇院使用。

■多媒體整合，具有GPS與媒體播放功能，畫面化顯示操作更便利。

■螢幕解度不足，畫面比例縮小，建議透過介面來調整，操作感覺更佳。

■選購建議：

1. 效能穩定：此款GPS導航裝置的機體，設計少於半吋，輕巧耐用，且具備穩定性，多媒體整合式機體，功能更強，使用上更舒適與便利。
2. 操作簡便：此款GPS導航裝置，具備多項功能，且具備多項功能，且具備多項功能，且具備多項功能。

■全顯示分類導航：此款GPS導航裝置，具備多項功能，且具備多項功能，且具備多項功能。

■音樂播放：此款GPS導航裝置，具備多項功能，且具備多項功能，且具備多項功能。

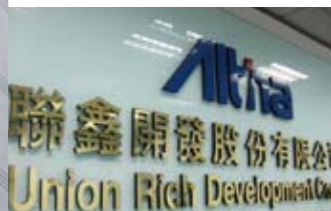
■影像輸出：此款GPS導航裝置，具備多項功能，且具備多項功能，且具備多項功能。

Accessories Include: SD CARD, CAR HOLDER, CD-ROM, EARPHONE



Registered Trademark





Company Profile ■

Established in 2002, Union Rich Development is now a well-known professional GPS designer and manufacturer in Taiwan. We have been dedicating on R&D, manufacturing and marketing for GPS and 3C solutions such as Bluetooth, Flash cards, and MP3.,etc. Our R&D team consists of experienced engineers with background for more than 10 years in the field of the wireless and portable system integration.

Union Rich Development has successfully developed a variety of GPS products such as full range of PND, Bluetooth GPS receiver, G-Mouse, CF GPS receiver, and complete range of GPS module for design-in service.

Stepping ahead in the market trend, the key technology, innovation, and customized demand has been the guide lines for our strong R&D team to focus on; as a result, we are proud of our innovative products always takes leading in GPS market. All of Union Rich products are strictly controlled from a precise design, manufacturing and testing process which assures good functions, stable quality, fast and punctual delivery, as well as competitive pricing.

Union our partners for Rich Development has been our business philosophy. We knew customers' success shall be the foundation for the beneficial cooperation on long-term basis.

Our mission has been the GPS total solution provider dedicated on the integration of Navigation, Information, Communication, Entertainment, and Safety solutions for the convenience to the people in the world. That's the driving momentum supporting us ahead effortlessly.

Milestone ■



- Jan 2007 Our niche 4" PND A680 with DSC and FM transmitter presented in CES, 2007
- October 2005 Our first handheld GPS A600 with SiRF start III was successfully developed
- September 2005 We announce to start to produce MMC plus products.
- May 2005 We release our new GPS module GMD 170
- March 2005 We present our products in Cebit 2005
- February 2005 We release our new GPS module GMD 169
- January 2005 We release our new GPS module GMD 168
- January 2005 We start to produce MMC Card
- December 2004 Our First GPS CF Card GCF 508 had been released
- October 2004 Our first Bluetooth GPS receiver GBT 708 had been released.
- July 2004 Our first GPS receiver GGM 308 Gmouse Receiver had been finished.
- June 2004 Our first GPS module GMD 166 had been finished.
- 2004 Capital increased to USD1,350,000. Fabrication facility was built. Enhanced business to design, manufacture, and marketing for GPS, DRAM module, Flash Card, and MP3.,etc. Outstanding business growth to USD1,350,000. Growth up to 1299%
- 2003 Expand products line to 3C fields such as GPS, Wireless, Bluetooth, Flash Card, and MP3.etc. Annual turnover reached USD1,300,000 with 152% growth. GPS R&D team was organized.
- 2002 Union Rich Development Corp established in Apr, 2002 with founded capital USD1,000,000. Marketing for Flash cards and MP3.

■ A800 4.3" Handheld GPS Navigator

- Stylish and compact 4.3" LCD portable GPS Navigator
- Built-in highly sensitive SiRF Star III GPS receiver (WAAS-enabled)
- 20 parallel channels.
- Samsung S3C2440, 400 MHz CPU
- Includes Photo Album for Jpeg format
- Includes MP3 Player
- Includes Movie Player with Wmf. Asf. Mpeg 4, Mpeg format
- Easy navigation, switch on and go
- One finger touch-screen operation
- Large icons, designed for easy navigation
- Clear, high quality voice-guided instructions
- Powered by cigarette lighter or long-life rechargeable battery
- Built-in antenna
- MMCX-type connector for optional external antenna
- Easily mounted and removed
- SD storage card expansion slot



CPU: Samsung S3C2440, 400MHz
OS: WinCE OS 5.0
GPS chipset: SiRF Star III
Expansion Slot: SD/MMC

A760 ■ 3.5" Handheld GPS Navigator

- Stylish and compact 4.3" LCD portable GPS Navigator
- Built-in highly sensitive SiRF Star III GPS receiver (WAAS-enabled)
 - 20 parallel channels.
 - Samsung S3C2440, 400 MHz CPU
 - Includes Photo Album for Jpeg format
 - Includes MP3 Player
- Includes Movie Player with Wmf. Asf. Mpeg 4, Mpeg format
 - Easy navigation, switch on and go
 - One finger touch-screen operation
 - Large icons, designed for easy navigation
 - Clear, high quality voice-guided instructions
- Powered by cigarette lighter or long-life rechargeable battery
 - Built-in antenna
 - MMCX-type connector for optional external antenna
 - Easily mounted and removed
 - SD storage card expansion slot



CPU: Samsung S3C2440, 400MHz
OS: WinCE OS 5.0
GPS chipset: SiRF Star III
Expansion Slot: SD/MMC

■ A680 4" Handheld GPS Navigator

- Stylish and compact 4.3" LCD portable GPS Navigator
- Built-in highly sensitive SiRF Star III GPS receiver (WAAS-enabled)
- 20 parallel channels.
- Samsung S3C2440, 400 MHz CPU
- Includes Photo Album for Jpeg format
- Includes MP3 Player
- Includes Movie Player with Wmf. Asf. Mpeg 4, Mpeg format
- Easy navigation, switch on and go
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- Large icons, designed for easy navigation
- Clear, high quality voice-guided instructions
- Powered by cigarette lighter or long-life rechargeable battery
- Built-in antenna
- MMCX-type connector for optional external antenna
- Easily mounted and removed
- SD storage card expansion slot



CPU: Samsung S3C2440, 400MHz
 OS: WinCE OS 5.0
 GPS chipset: SiRF Star III
 Expansion Slot: SD/MMC

A660 ■ 3.5" Handheld GPS Navigator

- Stylish and compact 4.3" LCD portable GPS Navigator
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CPU: Samsung S3C2440, 400MHz
 OS: WinCE OS 5.0
 GPS chipset: SiRF Star III
 Expansion Slot: SD/MMC

