

Falk Navigator for iPhone

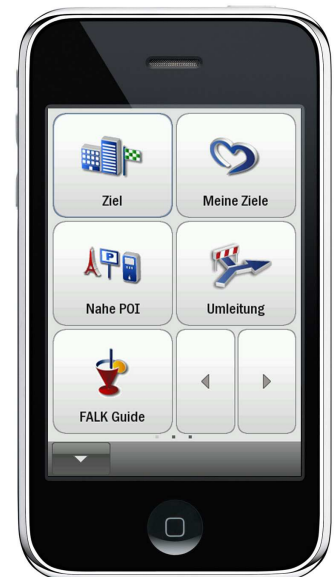
Falk presents a navigation solution for the iPhone – When you purchase the Europe version, you will also receive all of the cities for the Falk Guide free of charge until 31 December 2009

Navigation expert Falk is bringing navigation for the iPhone 3G and 3GS to the market. Falk expects to have a presence in the App Store from the start of December with the Falk Navigator Europe and the country version Falk Navigator D-A-CH. One particular highlight here is that the Falk Navigator is the first iPhone navigation system to feature a Travel Guide. During the launch campaign lasting up until 31 December 2009, you will also receive all 30 cities¹⁾ for the Falk Guide free of charge when you purchase the Europe version.

The new Falk Navigator is the reliable partner for when you are out and about. It transforms any iPhone into a complete mobile navigation system and a personal travel companion in one. The clear menu structure with an iPhone-optimised user interface makes it quick and easy to enter destinations. Once you have done this, clear and precise turn-off commands as well as detailed street maps ensure that you can enjoy convenient and reliable navigation through the countries of Western and Eastern Europe. The map material is saved once on the iPhone and does not need to be reloaded each time you use it. Thanks to intelligent call management, the destination entered most recently is

Press Release

20 November 2009



Falk Navigator with combinable Falk Guide Travel Guide.

Texts and images available to download at www.falk-navigation.de (Company/Press section)

automatically saved when you receive an incoming call. The automatic day/night mode and the individually selectable landscape/portrait format display enhance the level of comfort for users.

Very persuasive: High-end navigation functions delivering supreme comfort

The Falk Navigator offers a persuasive choice thanks to its powerful functions which are usually only found in high-end navigation systems. The features which will guarantee that you are always heading in the right direction include the integrated lane assistant and the ClearTurn™ function, which allows motorway exits to be displayed with the clarity of a photograph. Text-to-speech, a top speed warner and alerts to accident blackspots²⁾ are also included. Extensive route planning and personalisation options add the finishing touch to the functions on offer.

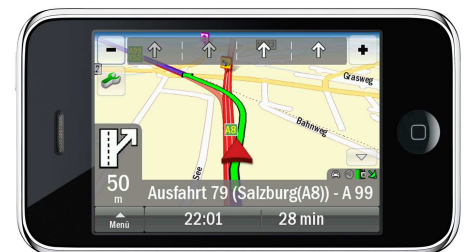
The Falk Navigator also boasts a series of practical functions. With the live services on offer, users can access information about the weather at their current location or their destination and there is also a breakdown service function. The integration of a local search function and other premium services is planned for coming updates.

Unique: Combination of navigation and Travel Guide with initial offer until 31.12.2009

Falk has previously combined a Travel Guide and navigation in its mobile navigation systems. This tradition is now also continuing with the iPhone. The navigation solution from Falk is the first to feature a compatible Travel Guide. The Falk Guides, which have been on the market since the start of October 2009, can be cleverly



ClearTurn™ for realistic portrayal of motorway exits.



Precise navigation with integrated lane assistant for better orientation.

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combined with the Falk Navigator. The Falk Guide for Vienna, including all of the downloadable audio information, is preinstalled as standard. Additional cities can easily be added via In-App Purchase from the Falk Navigator at a cost of 3.99 euros per city. As an introductory offer, if you purchase the Falk Navigator Europe before 31.12.2009, you will also receive all 30 cities in the Falk Guide free of charge! All of the POIs (Points of Interest) featured in the Falk Guides can be transferred directly to the Falk Navigator and thus navigated to with ease. This turns your iPhone into a mobile navigation device and personal travel companion in one.

It is anticipated that the Falk Navigator will be available in the App Stores from the start of December 2009. Up until the end of December, the Europe version will be available at the introductory price of 79.99 euros (after this it will cost 99.99 euros). The country version Falk Navigator D-A-CH is available to download at a cost of 49.99 euros (after this it will cost 69.99 euros). Further country versions will follow in the near future.

The Falk Navigator for the iPhone is just the start of Falk's commitment to expanding its product range. In the future, in addition to the iPhone, Falk will also support a large number of mobile platforms such as Android and Windows Mobile. Its strategic partner here is the company ALK Technologies, whose award-winning CoPilot® Live GPS navigation software places it at the pinnacle of the rapid growth in the European mobile phone and navigation sector.

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¹⁾ Falk Guides are currently available for the following 30 cities: Amsterdam, Barcelona, Berlin, Brussels, Dresden, Dublin, Düsseldorf, Florence, Frankfurt, Hamburg, Heidelberg, Cologne, Copenhagen, Leipzig, Lisbon, London, Madrid, Milan, Majorca, Moscow, Munich, Paris, Potsdam, Rome, Stockholm, St. Petersburg, Stuttgart, Venice, Vienna and Zurich.

Further information

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Falk Content & Internet Solutions

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About Falk Content & Internet Solutions

GmbH und Co. KG

Falk Content & Internet Solutions GmbH und Co. KG (Falk CIS), which is based in Ostfildern near Stuttgart, markets the high-quality content from the digital Travel Guides published by the MAIRDUMONT publishing group across all platforms. In addition, Falk CIS offers location-based services and provides both the content and the know-how in relation to the server architecture. With falk.de, Falk CIS operates one of the most popular German-language mobility platforms on the internet. The company also provides partner websites with a wide range of customised geoinformation services. The main focal point here is the Falk 2.0 map service.

²⁾ At present, approx. 28,000 alerts about accident blackspots within Europe are available. For legal reasons, no data is installed for Switzerland.