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The iPhone-Navigation with travel guide

iPhone-Navigation from Falk: Update 1.5 now with Live Traffic

The navigation expert Falk is releasing its new version 1.5 of the Falk Navigator for the iPhone 3G and 3GS in the App Store. The update is available right now for the latest Europe and DACH version. As well as new features such as live traffic and live local search, the update also offers the option of expanding a chosen regional map to cover the whole of Europe and updating your own Facebook status when you are out and about. Let your friends know where you are, where you are heading or what music you are listening to. The tried-and-tested Falk Guide city travel guides are of course also included. The Falk Guide Vienna, including exciting audio information, is preinstalled as standard. Another 29 Falk Guides are available to buy via In-App Purchase.

The range of functions on offer in the navigation software from Falk is impressive thanks to powerful high-end navigation functions which ensure perfect orientation and supreme comfort at all times. The basic version provides information about, among other things, speed limits and radar traps, features a lane assistant, brilliant 3D map display, reality view, extensive route planning options and various live services. The new, integrated Falk Navigator Store offers further attractive options for purchase via In-App Purchase:

Live Traffic – 12 months	Pan-European Map „EU43“	Text-to-Speech
Reliable traffic information along the route for 6 European countries. The acquired license is valid for one year.	Upgrade of selected regional map to full European coverage (in sum 43 countries)	Precise spoken navigation announcements with the street name being specified
Price: EUR 29,99	Price: EUR 34,99	Price: EUR 3,99

Live Traffic for traffic information in real time

Falk is expanding its live services to include one of the most requested functions: Live Traffic¹⁾. Users can access this function directly from the Falk Navigator via In-App Purchase. The Falk Navigator provides reliable traffic information in real time along your route and, if one exists, it automatically calculates an alternative route. The mobile internet connection of the iPhone provides continuous updates during any journey.

Local Search for favourites

As a new standard feature, the Falk Navigator contains "Live Local Search"²⁾: In addition to the editorial travel guide content in the Falk Guides, users now also have access to dynamic content from the World Wide Web. Whether you are looking for a "restaurant", "Club Munich" or a "trendy bar", after you enter any keyword you want the Points of Interest (POIs) which are found can be clearly displayed on a map, called directly or submitted for navigation and be navigated to. POIs can be searched for in your local vicinity, at your destination or in any city you want.

Falk Navigator DACH becomes Falk Navigator Country

As part of the update, the Falk Navigator DACH is renamed Falk Navigator Country. When users first launch the application, they select the regional map they want. Users can choose here from all of the regions in Western and Eastern Europe³⁾ for a total of 43 countries. The map coverage can be expanded at a later date to include the whole of Europe without any problems with the map upgrade "EU43". The previous need to purchase a separate app no longer applies.

Update for existing customers free of charge

The update to the basic software is available free of charge globally for all customers who have version 1.0 of the Falk Navigator DACH or Falk Navigator Europe. If you connect your iPhone to iTunes, the program recognises Falk Navigator Country as a DACH update and installs the new app. All new customers can purchase the Falk Navigator Country in the App Store for EUR 19.99. The Falk Navigator Europe costs EUR 49.99.

Further additional purchase options, such as petrol prices, are planned for coming updates.

¹⁾ Live Traffic is available for the following countries: DE/DK/ES/FR/IT/UK.

²⁾ Live Local Search is available for the following countries: DE/ES/FR/IT/UK.

³⁾ The following regional maps are currently available:

For Western Europe: DACH (Germany + Austria + Switzerland), France, Italy, Great Britain + Ireland, Nordics (Norway + Sweden + Denmark + Finland), Iberia (Spain + Portugal), BeNeLux (Belgium + the Netherlands + Luxembourg), Greece

For Eastern Europe: Russia, Balkans (Albania + Belarus + Bosnia & Herzegovina + Bulgaria + Macedonia + Montenegro + Serbia), Central Eastern Europe (Croatia + Czech Republic + Estonia + Hungary + Latvia + Lithuania + Slovakia + Slovenia), Poland, Romania or Ukraine

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About Falk CIS

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 customized geoinformation services. The main focal point here is the Falk 2.0 map service.