

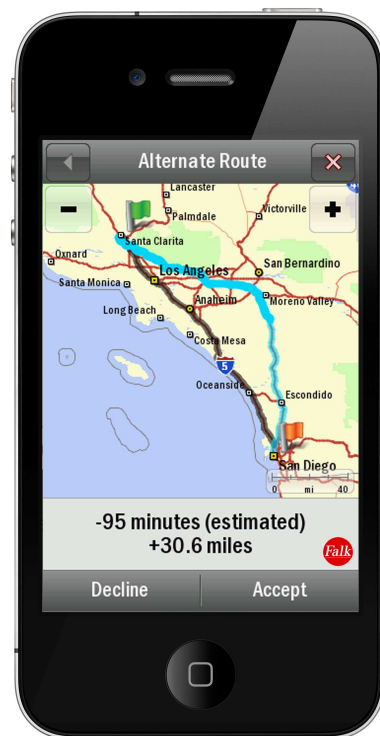
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iPhone® navigation with multitasking capabilities

### Falk iPhone® App conquers America



Falk, the specialist in mobile navigation, is presenting a new application for the iPhone® with the Falk Navigator North America. Available right now in the iTunes® App Store, the software covers the USA and Canada and turns the popular smartphone into a reliable travel companion for holidaymakers travelling overseas. The new navigation and travel guide application is fully compatible with the latest iPhone 4® and with the 3G and 3GS models. Familiar multitasking functions of the iOS4 operating system are supported. This means that iPhone users are able to access all of their smartphone's programs while they are navigating – without missing any vital route instructions or voice messages.



The Falk Navigator North America is the first product in which the German specialist Falk has employed its well-known navigation and travel guide application for the American continent. The new app is based on version 2.0 - the application which is already available for all European countries. It delivers reliable orientation and also integrates the multitasking capabilities of Apple's mobile iOS4 operating system. This means that the Falk Navigator allows you to use other programs without interrupting navigation and it issues detailed voice commands at important waypoints. When phone calls are being made, the routing runs in the background and voice commands are automatically muted in order to prevent any distractions. Instead, the application regularly highlights turn-off instructions by means of a visual push notification. As soon as you start a conversation, a push notification also allows you to return quickly to the navigation view screen.

In addition to traditional navigation, Falk also offers lots of other useful functions which can simply be purchased additionally within the application. For instance, the 12-month subscription to *ActiveTraffic™* will guarantee you a stress-free and above all traffic-jam-free life. The additional function provides, for the USA, traffic information which is continuously updated in real time along the route and provides information about the new arrival time. Green, yellow and red colours indicate the severity of the traffic jam. *ActiveTraffic™* in the new Falk Navigator North America thus automatically calculates the fastest route and also indicates while you are travelling whether there is a better alternative route.

The *Falk Guides* ensure that you can quickly get your bearings in the major cities. When you buy the North America application, the Travel Guide for Las Vegas is already included. Further Falk Guides for the destinations of New York, Los Angeles, San Francisco, Washington D.C. or Chicago can also be purchased easily via in-app purchase. The wide-ranging and editorially prepared guides will help you find the right location in these cities for any occasion. Tourist attraction or secret tip, cosy restaurant or choice of the right museum, the Falk Guides will transform any city trip into an unforgettable experience.



### **Prices and availability**

Falk Navigator North America is available to download right now in the iTunes Store.

Introductory price: EUR 15.99 or USD 19.99 during the first two weeks

Standard price: EUR 49.99 or USD 64.99

Purchase options via in-app purchase at the following prices:

*ActiveTraffic™* USA: EUR 15.99 or USD 19.99

Text-to-speech function: EUR 3.99 or USD 4.99

Falk Guides: EUR 0.79 or USD 0.99 each

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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.

For more information please visit <http://www.falk-navigation.de/en>

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