

skobbler brings “free driving” and patented speed-cam technology to GPS Navigation 2

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Powerful new features make the most successful hybrid iOS sat nav app an even bigger bargain

- sko-Pilot free driving mode
- Patented speed camera algorithm
- New voices added
- Bicycle routing in map mode
- “Avoid toll roads” feature
- iPad3 retina support
- Range of additional countries available for in-app purchase
- Updated map-data, performance and stability
- Only £1.49 – with free map and software updates for life

Berlin, Germany, 21st June 2012: skobbler (<http://www.skobbler.co.uk>) has today announced the new version of its popular GPS Navigation 2 (<http://www.skobbler.co.uk/apps/navigation>) for iOS, which builds on the software’s success by adding a number of powerful new features to expand on unique benefits such as online and offline use of maps.

Key to the update is the new sko-Pilot free driving mode. skobbler aims to make its GPS Navigation 2 suite a vital part of any driver’s journey. Start up the software when you start your car and leave it running in the background to receive a better picture of the street network around you. GPS Navigation 2 will now track your journey even if you haven’t asked for directions, making it quick and easy to find alternative routes if roads in the area have been closed or accidents have caused delays at key junctions. A new patented speed camera algorithm will also notify drivers of any active stationary speed cams in the area, even during free driving mode, with far greater accuracy than before. Traditional speed camera alerts can be distracting, as they simply warn drivers of any cameras within a surrounding radius, but skobbler’s new patented approach cuts down on unnecessary alerts by only warning drivers of cameras that are around a maximum of one corner.

“We’re very excited about the new developments integrated into GPS Navigation 2, and feel that they will bring us even closer to becoming the ubiquitous orientation aide for iOS users,” says Marcus Thielking, co-founder of skobbler. “The sko-Pilot free driving mode means that you can benefit from information on the roads around you even if you haven’t plotted a route, making it far easier to select alternative roads in the event of unexpected accidents or delays.”

skobbler has also now become even more interactive by building on its messaging and social features to make it even easier for users to personalise their navigation experience. Stationary speed cameras, map errors, new roads and roundabouts can all be reported to skobbler and quickly rolled out to the skobbler community. This allows drivers to support other users by helping to ensure that the very latest information is available, and also allows individuals to suggest changes and improvements to the software to further tailor it to their needs.

In addition to the new key features, skobbler has added a range of new voices, including Ernie and Bert, Mr.T, KITT and Stephen Fry. Bicycle orientation has been added with an on-screen route display to complement the key automotive and pedestrian modes, and the new “avoid toll roads” option can help save money in toll-heavy countries such as France. GPS Navigation 2 also offers iPad3 retina support and a range of additional countries are now available to download for offline use, including Canada, the USA and South Africa. A range of bug-fixes, updated map-data and improved performance and stability makes the new version of GPS Navigation 2 a must-have download for iOS users.

“We’ve always said that developing the product that our users really want is skobbler’s top priority,” says Thielking. “With our new and improved interactive community support it will really feel like you’re part of the solution, offering a sense of pride to everyone that is helping to build the very best iPhone sat nav app (<http://gps2-uk.skobbler.com>) on the market. As ever, we welcome all feedback through our IdeaLog in the app to help us develop and roll out improvements based on our customers’ most requested features, and we’re as dedicated as ever in evolving and developing our app to keep GPS Navigation 2 ‘best in class’.”

GPS Navigation 2 is available to download from the Apple App Store today, with skobbler set to roll out international versions of the update in the next week. <http://gps2-uk.skobbler.com>
(<http://gps2-uk.skobbler.com>)

GPS Navigation 2 will also be available for the first time in the following countries:

Antigua and Barbuda, Armenia, Australia, Azerbaijan, Bahamas, Bahrain, Barbados, Belgium, Bolivia, Bulgaria, Chile, Colombia, Croatia, Cyprus, Czech Republic, Estonia, France, Hungary, Iceland, Israel, Lithuania, Luxembourg, Moldova, New Zealand, Nicaragua, Panama, Poland, Slovakia, Slovenia, Turkey and Uzbekistan.

-ENDS-

GPS Navigation 2 is the No.1 app in the Apple Navigation app category and since its launch in October has maintained a top 20 chart position for all paid apps.

For further information on recent developments at skobbler, please visit <http://blog.skobbler.com>
(<http://blog.skobbler.com>) or <http://fb.skobbler.com> (<http://fb.skobbler.com>)

Press contacts

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About skobbler

Founded in 2008, Berlin-based skobbler (www.skobbler.co.uk) is one of the premier players in mobile location-aware services.

With over 2.5 million customers on iOS alone, skobbler has regularly topped overall and category app charts in numerous countries, leading the way in way in the development of location technology based on the OpenStreetMap.

skobbler also facilitates the development of mobile application projects for third parties through market analysis, conceptualization, specification, development, and marketing and with its GeOS software enabling solution allows companies to realistically adopt the OpenStreetMap service as an alternative to current standards.

skobbler has extensive knowledge of server-based solutions with development expertise in iOS and Google Android.