

# skobbler to present at the NOAH Internet Conference

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Leading entrepreneurs, senior executives, business angels and institutional investors gather in London for the 4th annual NOAH Internet Conference on the 6th and 10th of November, 2012

Berlin, Germany, 24th October 2012: skobbler (<http://www.skobbler.co.uk/>), developer of innovative and advanced location-aware technology for mobile devices, has today announced that Co-founder, Marcus Thielking, is one of the speakers at this year's NOAH Internet Conference (<http://www.noah-conference.com/>), in the session "Disruption: Navigation".

The very best of Europe's Internet companies & financiers are gathering at this year's NOAH Conference on November 6th and 7th to assess the state of the Internet industry. 2,000 participants are expected to attend the event which features over 100 speakers from over 20 countries (view the draft program at: [www.noah-conference.com](http://www.noah-conference.com) (<http://www.noah-conference.com/>)).

"The navigation industry has been shaken up over the last few years and we have all witnessed many disruptive events that will shape the future of navigation," said Marcus Thielking, Co-founder of skobbler. "I look forward to discussing how such events in the past and in the future will have a tremendous impact on what "navigation" will stand for and how to avoid strategic pitfalls in this respect."

Marco Rodzynek, founder of NOAH Advisors said: "With its superior OpenStreetMap navigation solution (<https://itunes.apple.com/gb/app/gps-navigation-2-satnav-by/id329340711?mt=8>), skobbler is a perfect example of user-generated disruption. We are excited to see how they create further value to users in a complex market."

This year's event will be held at Old Billingsgate, the premier conference center close to the Tower Bridge. NOAH Advisors will again host the NOAH Party at the end of Day 1, this year at the iconic Battersea Power Station.

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## About skobbler

Founded in 2008, Berlin-based skobbler ([www.skobbler.com](http://www.skobbler.com) (<http://www.skobbler.com/>)) is one of the premier players in mobile location-aware services. With over 3 million customers on iOS alone, skobbler has regularly topped overall and category app charts in numerous countries, leading the way in the development of location technology and end consumer products based on the OpenStreetMap. This experience also facilitates skobbler's development projects for third parties. Based on the skobbler GeOS map access technology, companies can base their location-aware web or mobile services on the OpenStreetMap.

## About NOAH

As with the Ark, "NOAH" represents new beginnings, group spirit and diversity. The NOAH Internet Conference was created by NOAH Advisors, a pan-European internet-focused corporate finance boutique. Since its launch in 2009, the NOAH Conference has grown into the preeminent European event where Internet

entrepreneurs, executives and investors gain deep insights into the latest proven concepts, network with senior executives and establish new business relationships. Known for its focus on numbers and profitable business models, the event is also about interacting with speakers, being inspired, and having fun.

Marco Rodzynek founded NOAH Advisors in 2009. He was previously Head of European Internet Investment Banking at Lehman Brothers and Nomura, and has over 15 years of investment banking experience covering the Internet space. NOAH Advisors has advised successfully on many high profile Internet transactions including Bigpoint, Fotolia, Softonic, EnGrande and Yatego, to name a few. To apply for a registration code to this event, please visit [www.noah-conference.com](http://www.noah-conference.com) (<http://www.noah-conference.com/>).

#### Press contacts

For further information or to arrange an interview with Marcus Thielking, Co-founder of skobbler, please contact:

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