

skobbler updates GPS Navigation 2 and offers offline maps for as little as 69p

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Limited time promotion allows users to “conquer the continents” with nothing but the change in their pockets

Berlin, Germany, 29th October 2012: skobbler (<http://www.skobbler.co.uk/>), developer of innovative and advanced location-aware technology for mobile devices, has today announced the release of a new version of its bestselling iPhone sat nav app (<http://www.skobbler.co.uk/apps/navigation>) – GPS Navigation 2 (<https://itunes.apple.com/gb/app/gps-navigation-2-satnav-by/id329340711>). Having amassed over 3 million users worldwide, achieved the status of bestselling navigation app in Germany and the UK and reached #1 positions in over 20 countries, skobbler is celebrating with a limited time promotional offer allowing users to download installable offline maps for as little as 69p per country.

The new version 4.3 adds a number of benefits to help improve stability and performance and bring in support for the latest devices, as well as improving functionality of key features.

Top of the list is support for Apple iOS6 and the iPhone 5, allowing those with Apple’s latest software and/or hardware to enjoy a streamlined solution tailor-made for their handheld. The app’s OpenStreetMap data has been updated for both online and offline use, audio output can now be selected to work through Bluetooth, and enhanced voice advisor logic in various countries makes it even easier to get from A to B without looking at the device.

“We’re extremely proud of the success that GPS Navigation 2 has experienced, and feel it’s a fair reward for our continued efforts to regularly improve our software and tailor it to meet the demands and feedback of our growing consumer base,” says Marcus Thielking, co-founder of skobbler. “We’re even more confident that we can continue to be the #1 navigation solution for Apple users across Europe. To celebrate, our promotion enables users to install the UK and Ireland maps for only 69p respectively, or get unlimited offline access to the entire European or North American map portfolio for a mere £1.99 each, allowing them to ‘conquer the continents’ without ever having to worry about horrendous high roaming charges. Such value-for-money simply cannot be found anywhere else in the market.”

*The promotional offer on in-app purchases of offline/installable map packages is available for GPS Navigation 2 users for a limited period, with UK or Ireland country maps costing just 69p (down from £2.49) and access to all European or North American country maps just £1.99 (down from £4.99) respectively.

The new version 4.3 of GPS Navigation 2 is priced at £1.49 and is available to download from the Apple App Store today: <http://itunes.apple.com/gb/app/gps-navigation-2-satnav-by/id329340711>
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About skobbler

Founded in 2008, Berlin-based skobbler (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.

Press contacts:

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

Sarah Chard
The PR Room
Tel: +44 (0)845 094 2902
Email: sarah.chard@theprroom.co.uk