

Appello and T-Mobile Austria partner around mobile navigation

By Peter Tyreholt

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Appello Systems, a leader in online mobile navigation and T-Mobile announce partnership to provide T-Mobile customers in Austria with the award-winning GPS navigation solution Wisepilot.

“I am happy to announce our partnership with T-Mobile in Austria where Appello continues to strengthen the position of Wisepilot.” states Peter Tyreholt, Head of Account Management at Appello. “Wisepilot is already a multiple test winner in Austria and we will continue to work hard together with our local partners to extend the local presence and make Wisepilot the national navigation application in Austria”, continues Mr. Tyreholt.

Wisepilot von T-Mobile is a mobile search, mapping and navigation application that is loaded with strong local content and fully integrated into the T-Mobile billing and back-end systems. Wisepilot gives T-Mobile’s customers the full Austrian phone book with over 5 million phone numbers from TelefonABC and the complete Austrian company register via FirmenABC with extended information about the companies from Creditreform Österreich. A subscription to Wisepilot von T-Mobile includes quarterly updated high quality map data from leading map data provider NAVTEQ. The application will be distributed to customers via pre-installations on several T-Mobile handsets from RIM, HTC and Sony Ericsson. Thanks to the integrated solution the application will also easily be installed from the T-Mobile portals web’n’walk and t-zones.

“T-Mobile is focused on delivering convenient and attractive services, simplifying the life of our customers and empowering their mobile phones. Navigation services are today highly requested by our customers and the partnership with Appello enables us to offer an all inclusive mobile travel and search tool based on their award winning solution Wisepilot.” says Hendrik Kasteel, Director Marketing T-Mobile Austria. “The extensive local content of Wisepilot and the full integration into our systems simplifies and strengthen the overall perceived value and user experience”, concludes Kasteel.

“At Appello we are naturally excited about this new partnership with T-Mobile Austria, part of one of the world’s largest mobile operator groups. We feel we have established Wisepilot as Europe’s leading operator centric solution and Appello’s footprint continues to grow. We still see a very high interest in our solution from operators that wish to establish a strategic position on the navigation market with their own offering.” says Leif Sundström, Vice President and General Sales Director at Appello.

More information is available in German on www.t-mobile.at | www.wisepilot.at/t-mobile

FOR MORE INFORMATION, PLEASE CONTACT

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About T-Mobile Austria:

With over 3.2 million customers, T-Mobile Austria has established itself as a successful driving force on the Austrian mobile communications market. Customer service is at the heart of the company's ethos. In developing its projects and solutions, T-Mobile Austria emphasises user-friendliness founded upon technological progress and development. The company's international outlook allows T-Mobile customers to benefit from a wide range of products and services, both at home and abroad, which can be used internationally as well as on the domestic network.

T-Mobile Austria is a subsidiary of T-Mobile International, the mobile communications arm of Deutsche Telekom AG and one of the world's largest telecommunications companies.

About FirmenABC and TelefonABC

FirmenABC Marketing GmbH, a corporation domiciled at Eugendorf near Salzburg, is operator and marketing agency of an online business directory named FirmenABC.at (400.000 commercial entries - Launch in February 2006) and an online telephone directory called TelefonABC.at (4 million entries - Launch in Oktober 2007).

With preferences like profound company profiles (based on a cooperation with Creditreform) or rather presentations via screen records, the company promoters and managers Manfred Gansch and Klaus Rebernick aspire to the market leadership in this array.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has more than 3,600 employees located in 187 offices and in 39 countries.

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Appello is a leading provider of mobile GPS navigation services and offers turn-key solutions to mobile network operators and business customers. Appello has developed WISEPILOT® a unique and award-winning navigation platform for mobile devices providing applications to the automotive and telecom industries. Appello's customers include some of Europe's largest mobile network operators, telecom distributors, web portals, directory service providers, mobile phone manufacturers and telecom system integrators. Appello has its headquarters in Gothenburg, Sweden.

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