

PRESS RELEASE from 25th January 2012

LatitudeN and MAIRDUMONT partner on the development of smart mobile travel solutions

LatitudeN and MAIRDUMONT today announced the establishment of a partnership to integrate high-quality touristic information into the smart travel solutions to be developed by the technology company LatitudeN GmbH. The innovative mobile travel, *Farol City Guides*, marks the beginning of this collaboration.



Farol City Guides is the brand name of an outstanding mobile travel guide app focused on the specific needs of short city-break tourists, lacking time to prepare their trips and to absorb the most a city can offer to them for short periods of time.

Its unique features makes this app the perfect travel “buddy” for business travellers with still some hours left after a meeting for sightseeing, or to independent tourists using low-cost airline carriers for a weekend-city-break trip. This intelligent app not only generates fully personalised tours, but also adapts real-time to the user’s profile. Therefore, and unlike any other travel app currently on the market, *Farol*

City Guides optimises time spent on a city, absorbing the most relevant sightseeing information that matches the traveller’s real preferences.

The today announced agreement is part of the company’s mission to partner with the most relevant players in the tourism sector, offering its clients with the highest-standard solutions. MAIRDUMONT, while a world leading publisher in tourism, was elected by LatitudeN to be its main provider for content. The decision took into consideration the recognition of the long experience of MAIRDUMONT within the travel and leisure media market, namely with its world known printed travel guidebooks “Marco Polo” or “Dumont”.

The official launch of *Farol City Guides* is set for January 2012 in the cities of Brussels and London, covering other major European cities throughout this year. Available in English language on the Android market for now, the travel app will be soon available for iPhone and in other languages.

For more information about *Farol City Guides* please visit www.farolworld.com

About LatitudeN

LatitudeN GmbH is a technology company developing intelligent location-based solutions in tourism. The company is since its foundation part of the European Space Agency (ESA) business incubation initiative.

It is the mission of LatitudeN to create innovative solutions able to project the travel experience to the next level. Our experienced and motivated team, together with an international network of experts, aims to revolutionize the way that people use mobile devices to feel, explore and interact with their surrounding environment.

LatitudeN was founded in 2009 in Darmstadt, near Frankfurt, Germany.

LatitudeN GmbH

Bruno Fernandes
Robert-Bosch-Str. 7, 64293 Darmstadt, Germany
Tel.: +49 (0)6151 679 06 59
Email: bruno.fernandes@latituden.com
URL: www.latituden.com

About MAIRDUMONT

MAIRDUMONT is a European market leader in tourism content. The range of its products comprises printed and electronic media. The printed publications includes the Marco Polo Travel Guides, Falk City Plans/City Atlases, Baedeker Allianz Travel Guides, ADAC cartography, the Large General Atlas, DuMont Travel Guides, Lonely Planet travel guides, Varta Guides, the DuMont Illustrated Atlas and the Kompass hiking and cycling-tour range.

MAIRDUMONT was established in 1948 and is headquartered in Ostfildern, near Stuttgart - Germany.

MAIRDUMONT GmbH & Co. KG

Britta Braig (PR Manager & Management Assistant)
Tel.: +49 (0)711 450 22 33
Email: b.braig@united-navigation.com
URL: www.mairdumont.com

Bite Consulting GmbH

Florian Richter
Flößergasse 4 in 81369 München
Tel.: +49 (0)89 444 674 -20
falk@biteconsulting.eu



Smart Guides for Clever Tourists