

PRESS RELEASE



'Farol City Guides' app launched with new outstanding city-break travel experience

The revolutionary city-break travel planner surprises in its new version with a fresh design and exciting features.

FRANKFURT, Germany (September 11th, 2013) – *Farol City Guides*, the smart "travel buddy" app for short city-break tourists, presented today its version 2.0 for Android and announced for mid-September the app for iPhone.

The new version, currently available for 11 popular European cities, offers in addition to the personalised sightseeing itineraries, access to a wealth of detailed information matching users' individual preferences, as well as a fine selection and reviews on restaurants, cafes, bars, etc., everything accessible offline.

Farol City Guides is a unique app that enables the creation of fully personalised tours fitted to the individual preferences and exact time available to tour around in a city. Farol is therefore the perfect travel app for business travellers with still some hours left after a meeting, or to independent tourists on a weekend-city-break trip. The guide's artificial intelligence not only enables fully personalised tours, but also adapts in real-time to the visitor's profile.

The personalised suggested itineraries offer detailed insights and descriptions provided by European leader on digital content for tourism with travel books brands like Falk, Lonely Planet, Marco Polo and Dumont.

"Handling the large quantity of information available in cities in which people stay only during short periods of time is a common problem of today's travellers.", explained Bruno Fernandes, the CEO of LatitudeN GmbH, the German-based company behind the technology. "Currently available travel apps provide users only with standard and dispersed information. Also on the internet there is an enormous amount of information to search through. It takes often too much time to find exactly what you are interested in, particularly if you just have half a day, or maybe one, during a business trip, or a short visit. *Farol City Guides* solves this, by providing outstanding travel experiences to the user", concluded Mr. Fernandes.

Farol City Guides is currently available for the following destinations for €3.99: Amsterdam, Barcelona, Berlin, Brussels, Copenhagen, Helsinki, London, Paris, Oporto, Rome and Warsaw.

The travel app is available for download on Google Play and very soon on the iTunes store. You can also visit the official website.

App website: www.farolworld.com

Facebook page: <https://www.facebook.com/farolworld>

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About the Company

LatitudeN GmbH is a technology company based in Darmstadt (Germany) since 2009. The company develops intelligent location-based solutions with focus in the tourism, leisure and smart mobility sectors. The company has since its foundation been supported by the European Space Agency (ESA)'s Technology Transfer Programme, including its ESA Business Incubation Centre Darmstadt for the development of the *Farol City Guides* technology.

If you would like further information about Farol City Guides or LatitudeN, or you would like to schedule an interview, please contact:

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