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The right navigation system for every situation

Becker presents a new product portfolio exclusively for the IFA 2010 show

United Navigation presents its first new product portfolio under the Becker trademark. The Becker Ready 43, Becker Active 43 and Becker Professional 43 series see Becker focus on the navigation needs of its users. All mobile navigation models of the new product line feature attractive individual designs and a 10.9 cm (4.3 inch) screen. With their specific functions, these models are perfectly tailored to customers' particular requirements and can be integrated with ease in any car, thanks to the clever Becker EasyClick active holder.

Becker Ready 43 – simple and save

Becker places particular emphasis on quality, ease of operation and reliable route guidance, even for newcomers to navigation technology and occasional users. The European entry-level model Becker Ready 43 offers good navigation performance at a modest price. That's because, despite the astonishingly low starting price, Becker customers will get a lot for their money in this price class:

Becker BestTracks for selecting alternative routes, Becker EasyBack – the trusty Becker button on the bottom left of the front of the device for easy and secure menu navigation. TMC based traffic avoidance is available in A, B, D, DK, NL, E, S und CH. The realistic 3D display of the environment and the useful lane info feature with 3D intersection view mean that the driver

always maintains an overview of all routes. Entry-level class navigation in the Becker Ready series is rounded off with Text-to-Speech function and a 45-day free map update guarantee.



Becker Active 43 – equipped with Becker EasyClick Active Holder

The brand-new products in the Becker Active series are perfectly tailored to user activity – irrespective of whether the navigation device is chosen mainly to ensure telephone availability, to take the stress out of everyday commuting, or to act as the ideal traveling companion. The following Becker features can all be found in the Active series: Becker EasyClick active holder, Becker BestTracks, 43 European countries pre-installed, TMC traffic report receiver, 3D terrain view, Text-to-Speech. One of the following navigation system types is sure to suit every user:

Becker Active 43 Traffic

Commuters will love Becker’s new “traffic jam expert” – the Becker Active 43 Traffic concentrates on the essentials: perfect route guidance and fast traffic jam detection and detour routing. Equipped with TMC (in A, B, D, DK, NL, E, S und CH) and the best possible route guidance using historical traffic data, this navigation aid will always



recommend the ideal route. This eliminates the risk of getting stuck in traffic at particular times of the day.

Becker Active 43 Talk

Becker OneShot speech dialogue system and Bluetooth® hands-free system – two functions available on the Becker Active 43 Talk. This is the perfect solution for drivers who need to be



available at all times. This makes it easy to comply with the regulations against the use of mobile phones without hands-free device while driving and reduces distractions for the driver. Becker OneShot speech dialogue system allows the destination to be input with a single voice command and both hands remain on the wheel, which is good news for the driver and passengers.

Becker Professional 43 – uncompromising navigation

The Becker Professional product line is specially designed for frequent travelers and those who refuse to compromise when it comes to navigation, design and in-car integration. The modular, extendible Becker EasyClick Pro HR active holder enables the navigation device to be integrated perfectly in any vehicle, irrespective of the installation situation. A “connectivity kit” can be used if permanent installation is required: the charging cable can be installed within the dashboard. The innovative operating concept with the 360° remote control can be mounted on the vehicle’s center console according to the user’s individual requirements. This means that almost all functions can be controlled with the familiar convenience of the PND.



Other top features of the Becker Professional 43 Control include: perfect 3D navigation with 3D Landmarks and 3D Terrain View, Becker OneShot speech dialogue system and the integrated receiver for Europe-wide premium traffic report services (Navteq Traffic Premium TMC for Europe (incl. TMC Pro).

Becker EcoPower System, MARCO POLO City Guide & more

All six products in the new Becker portfolio are also equipped with the Becker EcoPower System. This intelligent power management system not only protects the battery, but also speeds up rebooting when the navigation device is switched back on. As an option, in addition to the pre-installed MARCO POLO City Guide for Berlin, the new models can be expanded to include a current range of 29 European city guides. This new function means that navigation system owners can find the right location every time without the nuisance of having to carry additional travel guides.

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About the Becker trademark

Becker is a registered trademark of Harman International Industries, Incorporated. United Navigation GmbH has been licensed by Harman International to use the Becker trademark for portable navigation systems since January 2010. An established brand, Becker can look back on a successful history. Becker's name has been synonymous with unique developments for over 60 years. Thanks to its technical innovations in the areas of car hi-fi, infotainment, in-car navigation and telematics, the Becker trademark is regarded as a market leader in innovation.

About United Navigation GmbH

United Navigation GmbH develops and sells navigation hardware and software. Based in Ostfildern near Stuttgart, the company serves three business areas: portable navigation devices for private customers under the Becker and Falk trademarks, complete systems for corporate fleet management and permanent installation solutions for the automobile industry. The devices use a variety of award-winning technologies, such as "Falk Learning Navigation" and "Becker One-Shot Voice Control". Different series of the Falk navigation systems use the high-quality content of the digital travel guides from the MAIRDUMONT publishing group.

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