PRESS RELEASE of 9.12.2010

Superb navigation with Becker Professional 43 Control

Becker's new top model – on sale now

From mid December 2010, United Navigation will launch its premium Becker Professional 43 Control at a recommended retail price of 299 euros. The device is ideal for frequent drivers and enthusiasts who wish to make no compromises on navigation, design and vehicle integration. This sophisticated product stands out for its distinctive design and exceptional 360° wireless remote control. It also includes features tailor made for the target group, such as Becker BestTracks and Becker SmartGuess, as well as its 10.9 cm large screen.

Becker Professional 43 Control – ideal integration and ease of use

The Becker Professional 43 Control is convenient to take anywhere and offers perfect vehicle integration. In a matter of seconds, the smart Becker navigator is inserted into and removed from the modular HR active holder Becker EasyClick Pro. The optional Connectivity Kit (RRP 39.99 euros) ensures outstanding installation which is almost as good as permanent fittings are. Three ports, AUX Out, Tel Mute, Mic In, allow clever integration of the navigator into the vehicle, because the vehicle and the navigation system's holder are linked by just one lead instead of a messy tangle of cables.

The 360° wireless remote control guarantees even greater ease of use: it controls nearly all the navigation device's functions. In terms of handling and shape, the new Becker wireless remote control follows ergo commanders which are used in high-quality, permanently fitted navigation systems in the automotive industry.

Becker OneShot voice control & Bluetooth® – always connected

Thanks to Becker OneShot voice control and Bluetooth® hands-free equipment, the navigational device is suitable for all drivers who want to be available at all times. As a result, compliance with the ban on mobile phone use without a hands-free device while driving is no problem. Bluetooth-compatible mobile phones can be connected to the Bluetooth hands-free device. In additional to telephone numbers and address information, texts (SMSs) can be displayed on the touchscreen display and even read aloud. And with the tried-and-tested Becker OneShot voice control, owners can choose whether to enter addresses via the touchscreen, or simply announce them in one sentence.

Becker EasyBack, Becker EcoPower System & Co. – bon voyage

Other features of the Becker Professional 43 Control are excellent 3D map display, as well as the integrated receiver for Europe-wide premium radio traffic services (including TMC Pro). With just one single click, the legendary Becker EasyBack button allows users to go back a step in the menu, or if pressed longer they can access the main menu. That is what we call user friendly! The navigator also has the Becker EcoPower system. Intelligent power management is not just kind to the battery, but also speeds up switching the navigator on again after a reboot. As an option, in addition to the already installed Marco Polo City Guide for Berlin, the navigator can also be upgraded to include the sum total of currently 29 travel guides for European cities. This function allows navigator owners to find the right location for any event, without having to cart extra travel guides around with them.

Prices and availability

The Becker Professional 43 Control will be available on the market or at www.mybecker.com from mid December 2010.

Becker Professional 43 Control:	RRP	299.00 euros
Becker Connectivity Kit:	RRP	39.99 euros
Marco Polo City Guides:	RRP	3.99 euros

# # #

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.

#

For more information about United Navigation GmbH and Becker:

United Navigation GmbH
Britta Braig
PR Manager & Management Assistant
Tel.: +49 (0)711 45 02 -233
b.braig@united-navigation.com

Trademark Consulting GmbH
Kathrin Widmayr/ Anne Köster
Goethestraße 66, 80336 Munich
Tel: +49 (0)89 4444 674 -63/ -62
becker@trademarkconsulting.eu