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Winner on three counts

PLUS X AWARD® for the Becker Professional 43 Control

The Becker Professional 43 Control is a premium-segment navigation device designed to deliver uncompromising quality and performance. With a triple success in this year's Plus X Award 2011 competition, it has proved to be a winner. Among a field of strong competitors, the Becker device won out in the categories quality, design, and ease of use to claim the prestigious Plus X Award quality mark.



The Plus X Award competition for innovative technology, sports and life style products was held for the eighth time in 2011. The Award recognizes manufacturers whose products exhibit leading quality –like the premium-segment satellite navigation system from Becker. This perfectionist device combines individual styling with an array of compelling features aligned carefully to target groups' needs and expectations, including a unique 360-degree wireless remote control, an 11cm screen, and Becker BestTracks and Becker SmartGuess functionality.

Optimum integration and smooth user interaction are two of its hallmarks: The Becker Professional 43 Control offers users exceptional ease of use through its well-organized menu-driven interface. The device can also be put into operation and removed again in seconds thanks



to the Becker EasyClick Pro modular HR powered holder. The optional Connectivity Kit (EUR 39.99 RRP) offers more advanced device integration, almost on a par with professionally installed navigation systems. The kit provides a range of connectors for attaching the navigation system to a car radio and includes a connectivity cable, an external microphone, a mute cable, a USB TMC adapter and a TMC antenna cable.

“We’re honored and delighted that our Becker Professional 43 Control has been given a prestigious PLUS X AWARD,” says Dr. Frank Mair, Managing Director of United Navigation. “We were confident that it would perform well in all three categories with its quality, design and ease of use, and we’re very happy with this result. The award confirms that the Becker Professional 43 Control offers a great balance of user interaction and functionality.”

Pricing and availability

The Becker Professional 43 Control is available from retailers and through the online shop at www.mybecker.com.

Becker Professional 43 Control: EUR 299.00 (RRP)

Becker Connectivity Kit: EUR 39.99 (RRP)

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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 OneShot Speech Dialogue System". 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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