

PRESS RELEASE of 07.07.2011

One step up

Becker adds intelligence to new big-screen navigation devices

At IFA 2011 United Navigation unveils two premium portable navigation devices featuring oversized 12.7 cm (5“) display panels. The Becker Active 50 and Becker Ready 50 products are all-new developments loaded with best-in-class functionality. They excel with intelligent software and innovations like Becker SituationScan, a unique feature that provides real-time assistance to drivers on the road. These new navigation masterpieces underscore the consistently high quality and innovative spirit of the Becker brand.

Contemporary user interface

The completely new software for the Becker Ready 50 and Becker Active 50 stands apart with a user interface in the stylish “aero” look. An increased use of transparencies enhances the nicely animated screen transitions. With the Becker BullsEye at the centre of the main menu screen, users can always see and have direct access to the map screen. The clean though elegant layout of the touchscreen controls significantly improves visible map view area. Via a dedicated icon, the refined map screen featuring 3D landmark display, guarantees direct access to the Becker SituationScan feature, the highlight of the new generation of Becker navigation systems.



Unique Becker SituationScan

The new Becker SituationScan feature includes a package of intelligent, real-time assistance functions. Depending on the actual progress on the current route and what driving conditions are like, the feature gives users helpful information and tips. “Becker SituationScan will actively help drivers on the road as a reliable source of information”, comments Dr. Frank Mair, managing director of United Navigation. “It’s not just frequent drivers who will appreciate the added value”. Becker SituationScan calculates and analyses route progress while driving and suggests alternative action if the driver does not behave or act as expected by the system. Drivers can react to these suggestions, but do not have to. If



alternative action is proposed, the Becker SituationScan button on the map screen will light up in red colour. Afterwards drivers can conveniently and directly access the assistance functions. The system responds in real time, instantly and without delay. The system therefore does not work as a replacement, but as an ideal addition to standard traffic message services like TMC.

Perfect reception with HQ TMC®

There is another innovation in terms of TMC-based traffic message services. In order to provide the best possible traffic jam avoidance, Becker is backing the HQ TMC® reception concept, developed in close partnership with the German telematics company AVANTEQ. A FM tuner with excellent reception, a highly flexible antenna solution and AVANTEQ's unique SUPERTUNE® technology guarantee maximum coverage and up-to-date news of TMC traffic information in order to enable stress-free driving avoiding any kinds of traffic jams. Both the Becker Active 50 and the cheaper Becker Ready 50 are fitted with this system.

Becker Active 50



- Maps of 44 European countries pre-installed
- Becker SituationScan
- Becker OneShot Speech Dialogue System
- Bluetooth® hands-free calling
- Text-to-Speech
- Becker EasyClick active holder
- Internal 4 GB flash memory
- MicroUSB port

Colour: black / silver-metallic

Becker Ready 50



- Maps of 44 European countries pre-installed
- Becker SituationScan
- Text-to-Speech
- Internal 4 GB flash memory
- MicroUSB port

Colour: black / mocha-metallic

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.

#

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

Florian Richter / Anne Köster
Flößergasse 4, 81369 Munich
Tel: +49 (0)89 4444 674 -20/ -62
becker@trademarkconsulting.eu