

PRESS RELEASE, December 7, 2011

New sat nav intelligence

Becker adds Learning Navigation to its sat navs

United Navigation is expanding the capabilities of its current line of Becker satellite navigation devices. The new Learning Navigation functionality enables continuous optimization of routing based on historic traffic data and regularly updated, driver-specific journey information. If a driver is stuck in commuter traffic every morning, the sat nav records where and when the congestion occurs. The data the device collects can be sent in anonymized form to United Navigation GmbH's data center, which collates all of the traffic data gathered, validates it, and then makes it available to all Becker device users. This new capability makes the sat navs smarter and helps drivers to avoid congestion and find their way with less stress on a day-to-day basis.



Everyone benefits from the continuously updated traffic data

Time-dependent routing based on historic traffic data already helps to optimize driving routes, but with Learning Navigation, all Becker customers can also actively help to improve route optimization. If a Becker sat nav user runs into congestion or slow-moving traffic during the morning commute, the sat nav records the current driving information, including the distance covered, the time taken, and the date. The user can send this data anonymously to United Navigation. Here, the information gathered by this and other Becker sat navs is pooled, processed and made available through Becker Content Manager to all users participating in the Learning Navigation system. This means that everyone taking part benefits from sharing their driving information. The next day, the Becker customer driving to work can circumnavigate recurring congestion hotspots by

following suggestions for better routes provided by the updated sat nav, and arrives at work more quickly. This means not just the Becker customer makes it to work on time – other users with learning-enabled Becker sat navs, too, avoid traffic congestion and arrive at appointments punctually while saving valuable time and costly fuel.

Learning Navigation currently covers Belgium, Germany, Italy, Liechtenstein, Luxembourg, Austria, the Netherlands and Switzerland. Becker users in other countries, too, will soon benefit from the traffic data collected and shared all over Europe. The new functionality is making Becker satellite navigation systems smarter, enabling customers to reach their destinations more and more quickly.



Complete data protection in Becker Content Manager

To use Learning Navigation, users must first agree to allow Becker Content Manager to anonymously transmit data logs of their journeys. To do this, they need to opt in by enabling the relevant option under Settings – Profile Settings; they can, of course, opt out again whenever they wish.

The anonymized data is sent by Becker Content Manager on an internet-connected computer to the United Navigations data center, where it is combined with other user's data. The refined pool of data is then made available each month in the download area of Becker Content Manager for users participating in the program. The data can be installed onto Becker sat navs, ready for use.



Supported devices and availability

The free update is available now to all participating users and can be downloaded in Becker Content Manager. The following current Becker devices are already compatible with the new update:

Becker Ready 50

Becker Active 50

Becker Transit 50

Becker Ready 43 Traffic V2

Becker Ready 43 Talk V2

Older devices may first require a software update, which is available free of charge in Becker Content Manager.

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Über die Marke Becker

Becker ist eine eingetragene Marke der Harman International Industries, Incorporated. United Navigation GmbH hat seit Januar 2010 die Rechte zur Nutzung der Marke Becker für portable Navigationssysteme von Harman International lizenziert. Die Traditionsmarke Becker kann auf eine erfolgreiche Geschichte zurückblicken. Schon seit über 60 Jahren steht Becker für einzigartige Entwicklungen. Mit ihren technischen Innovationen im Bereich Car-Hi-Fi, Infotainment, Fahrzeug-Navigation und Telematik überzeugt die Marke Becker durch ihre Stellung als Innovationsführer im Markt.

Über United Navigation GmbH

Die United Navigation GmbH entwickelt und vertreibt Hard- und Software rund um das Thema Navigation. Das in Ostfildern bei Stuttgart ansässige Unternehmen bedient drei Geschäftsfelder: portable Navigationsgeräte der Marken Becker und Falk für Privatkunden, komplette Systeme für das Flottenmanagement von Unternehmen sowie Festeinbau-Lösungen für die Automobilindustrie. In den Geräten kommen vielfach prämierte Technologien, wie beispielsweise die „Falk lernende Navigation“, und die Funktion „Becker SituationScan“ zum Einsatz. Verschiedene Serien der Navigationssysteme sind mit dem hochwertigen Content der digitalen Reiseführer der MAIRDUMONT Verlagsgruppe ausgestattet.

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Weitere Informationen zu United Navigation GmbH und Becker: <http://www.facebook.com/mybecker>

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