

Rough Guides Mobile

Guide book content via map-based interface directly on mobile phones

The No.1 Mobile Travel Application

Rough Guides Mobile

The First mobile travel application to:

- provide destination data through a navigable map interface - a drill down service that takes users from a continent overview to street level detail - without having to type in a single word;
- provide information on over 200 cities in 33 European Countries (with the potential to increase it to many more countries and cities);
- provide unlimited access for consumers across a mobile interface;
- provide maps for every single point of interest (POI) - over 15,000 across Europe - each of which gives street number precision, rendered to fit the user's particular device screen size;
- allow "on the fly" change of language – English, German, Italian, Spanish, French

Rough Guides Mobile draws on the full range of expertly researched trusted and rated content of the Rough Guides series - built up over 25 years by, and for, independent travellers;

Creativity Software owns, developed and maintains the application

About Rough Guides

Rough Guides is the number 1 UK travel brand, publishing more than 350 regularly updated travel and reference titles and was awarded the highly acclaimed accolade of *CoolBrand* status in 2005.

The *CoolBrand* status is becoming increasingly desirable among many (18-35 year old) leaders and influencers. They have a magic about them, signifying that users have an exceptional sense of taste and style. Rough Guides was selected for: *Contemporary guide books that enlighten, explain, empower and entertain.*

The Market

With many of the available phones in the market having roughly the same functionality, handset manufacturers are differentiating themselves by bringing innovative applications that pre-loaded on the phones.

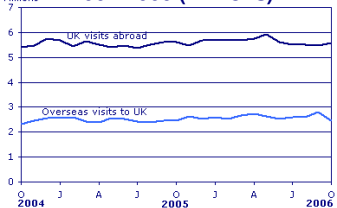
As mobile phone consumer market reaches saturation point in many countries around the world, network operators look for increased revenues, particularly from increasing the ARPU <Average Revenue Per User> through data traffic. Applications such as Rough Guides Mobiles enables operators to increase the data traffic, hence the ARPU.

Advantages of Rough Guides Mobile for mobile handset manufacturers

- Highlights benefits of handsets through a rich graphically interface and an internationally branded travel application;
- Solves a user need, i.e. to have travel information handy;
- Increases the ARPU for the mobile operators (thanks to the data transfer generated by the application), increasing the probability of selling more handsets through them; and
- Differentiates handsets by delivering real value to customers

Mobile phone manufacturers can increase market share through offering innovative applications. As an essential travel companion today, **Rough Guides Mobile** is one of them!

No of travellers to / from the UK:
2004-2006 (millions)



Simple Drill Down Navigation

