

## PRESS INFORMATION

### The NAVIGON 2510 Explorer makes your route your destination

**NAVIGON 2510 Explorer is the name of the new pilot from NAVIGON. A sightseeing feature, European tourist routes, the new MyBest POI and pedestrian navigation make your navigation system a versatile travel guide.**

**Hamburg, 5 March 2010** – The new NAVIGON 2510 Explorer is the travel specialist amongst navigation devices. The NAVIGON Sightseeing feature inspired by MERIAN scout informs about things and places to see along your route. Drivers can see historical details, opening times and even photos of the special tourist sites and sights optionally and even with spoken announcements. The NAVIGON Sightseeing Tours feature includes a selection of sightseeing routes based on the recommendations of ViaMichelin, the travel specialists. MyBest POI can also be accessed with a single click. With this feature, NAVIGON offers an improvement on the previous points of interest: Users can now use MyBest POI to adapt the special destinations along their routes to meet their own, personal needs and to show favourite categories as icons on the display.

#### Sightseeing throughout the whole of Europe

The Feature NAVIGON Sightseeing inspired by MERIAN scout notifies the driver of special sights along the route. “Drivers always have their own, personal travel guide at hand with the NAVIGON 2510 Explorer. They can access information about over 6,200 special destinations in 18 European countries along the way and arrive at their destinations knowing all about where they are,” says Jörn Watzke, Vice President of Product Line Management at NAVIGON. Even more detailed information about individual sites and sights is available as full

#### Top features of the NAVIGON 2510 Explorer

- 3.5-inch display
- NAVIGON Sightseeing inspired by MERIAN scout
- NAVIGON Sightseeing Tours
- NAVIGON MyRoutes
- NAVIGON Clever Parking
- MyBest POI
- POI Click
- Reality View Pro
- Text-to-Speech
- TMC Routing Info
- Spoken TMC
- Reality View Pro
- E-Compass for pedestrian navigation
- Pedestrian Navigation in portrait format
- Price: €149 (EU 41 incl. 80% FreshMaps)  
€129 (EU23)

version in the NAVIGON Online Shop for only €19.95. In addition to extensive information about individual places to visit, the NAVIGON 2510 Explorer also provides drivers with complete tourist routes compiled by ViaMichelin travel editors. You can, for instance, discover the beauties of Tuscany on the Italian route or take a tour along the Irish panorama coast



route in County Kerry. 14 routes in 14 countries are already preinstalled in the navigation system as an appetising taste & try offer. This standard installation can be upgraded at any time with additional tourist routes available for only €14.95 from the NAVIGON Online Shop. In addition to these new features, the NAVIGON 2510 Explorer also provides the tried and tested features of its predecessor, the NAVIGON 2410.

### **Precise pedestrian navigation, wherever you are**

As a dependable, expert travel companion, the NAVIGON 2510 Explorer of course also offers pedestrian navigation to show users without cars the shortest ways in unfamiliar surroundings. The display screen changes its aspect automatically as soon as the pedestrian navigation device is held upright. Thanks to its integrated E-Compass, determination of the precise position is possible even at walking speed. An arrow shows the user the walking direction and enables orientation even in narrow alleyways far away from main streets. As well as an E-Compass, the NAVIGON 2510 Explorer also features an energy-saving function and thus allows users to take city strolls lasting up to four hours. At the same time, users can still access the special destinations provided by NAVIGON's partner MERIAN scout and either read all about or listen to information on particular interesting sites or sights. NAVIGON Last Mile stores the position of the parked car and quickly guides users back to their vehicle after enjoying a sightseeing stroll around town.

### **Numerous inclusive features**

In addition to its qualities as a travel guide, the NAVIGON 2510 Explorer also includes the tried & tested NAVIGON features for the reliable planning of routes with the car. As well as NAVIGON MyRoutes, other features onboard are NAVIGON Clever Parking, POI Click, Lane Assistant Pro, Speed Assistant, TMC Routing Info, Spoken TMC and Text-to-Speech. In the words of Jörn Watzke, 'With the NAVIGON 2510 Explorer, we offer drivers a premium quality navigation solution complete with a full-fledged pedestrian navigation option. Thanks to its preinstalled tourist routes, you get a versatile travel specialist at a very attractive price'.

The new NAVIGON 2510 Explorer is available until the end of March for only €149. The NAVIGON 2410 and NAVIGON 2410 Via Michelin can be upgraded with the new features of the NAVIGON 2510 Explorer for only €39.95.

For further product information, please visit: [www.navigon.com](http://www.navigon.com). Images and videos can be requested from [presse@navigon.com](mailto:presse@navigon.com).

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#### **About NAVIGON:**

NAVIGON AG is one of the world's leading innovators of high-quality navigation devices standing for outstanding technology in attractive lines. Besides, the company offers GPS software solutions for well-known electronic brands as well as automotive software components for outstanding navigation systems. Founded in 1991, NAVIGON employs a total staff of more than 400 and is represented by its own offices in Asia, Europe and North America. – **NAVIGON. And the world is yours.**

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