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Interactive city guides for iPhone and iPod touch

Marco Polo CityGuides and Falk Guides now also for the US and South Africa

iheads and Falk Content & Internet Solutions (Falk CIS) are expanding their current range of City Guides for the iPhone and the iPod touch. Both for the Marco Polo CityGuides and for the Falk Guides, six new US-American cities are now available: Chicago, Las Vegas, Los Angeles, New York, San Francisco and Washington D.C. Just in time for the Football World Cup in South Africa, Cape Town is also being made available. The seven new guides in total have already been submitted to Apple for inspection and they will be available shortly in the App Store.

Be there live when a star is unveiled on the Walk of Fame in Los Angeles, dive with real sharks at the Two Oceans Aquarium in Cape Town, or did you know that one of the most surreal Halloween parties in New York is held at St. John's Cathedral? As travel guides which are carefully researched by an editorial team, the Marco Polo CityGuides and the Falk Guides tell you everything you need to know about a city and all the exciting places to visit. The individual Points of Interest (POIs) featuring detailed text descriptions, high-quality pictures and additional information, such as opening times or style of cuisine, are offline and therefore available anywhere and at all times. The city map which is integrated in both applications can also be used as often as you want offline and without any extra charges once you have downloaded it.

All of the travel information in relation to Cape Town is provided consistently in English, French and German. With the US cities, Spanish can also be chosen as an additional language.

Don't miss: attractive introductory prices and the Football World Cup Special

To launch the new Travel Guides for Cape Town and the USA, iheads and Falk CIS are offering interesting introductory deals:

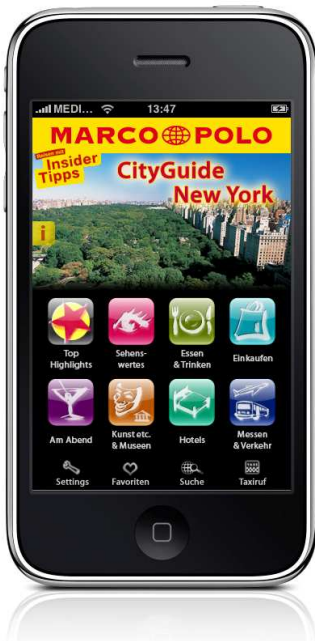
Football World Cup Special until 11 July 2010

While the ball is still rolling, the Marco Polo CityGuide for Cape Town and the Falk Guide for

Cape Town will be available in all App Stores worldwide for just \$ 0.99 (regular price: \$ 4.99).

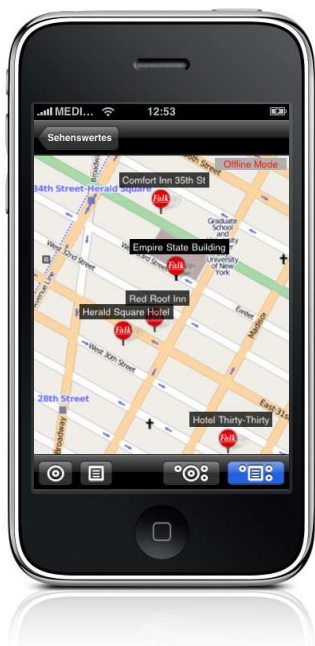
US cities at reduced introductory prices

To mark the launch of the product, the US cities will be available at attractive introductory prices for the first two weeks. The Marco Polo CityGuides and the Falk Guides are available at a price of just \$ 1.99 per city on the App Store (regular price: \$ 4.99 per city).



Marco Polo CityGuide

Embark on a voyage of discovery with exclusive Marco Polo Insider Tips researched by authors on the ground.



Falk Guide

With the integrated offline city map* all travel destinations can be displayed clearly on a map and you can search for further destinations in the surrounding area in comfort and with ease.

* Offline city map also included in the Marco Polo CityGuide.

More information about iheads:

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iheads press center:
- Press release
- Test version
- Screenshots & Logo

About iheads UG

iheads UG in Berlin is a fledgling software company specializing in content-based and map-displaying applications for the iPhone and iPad. Geocoded data can also be displayed using augmented reality functions. ioloc, a copy protection product from iheads, is able to convert the everyday spread of pirate copies of software into high-yield products which are licensed at a later date. iheads supplies finished applications or licenses its technologies to software companies.

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About Falk CIS

Falk Content & Internet Solutions GmbH und Co. KG (Falk CIS), which is based in Ostfildern near Stuttgart, markets the high-quality content from the digital Travel Guides published by the MAIRDUMONT publishing group across all platforms. In addition, Falk CIS offers location-based services and provides both the content and the know-how in relation to the server architecture. With falk.de, Falk CIS operates one of the most popular German-language mobility platforms on the internet. The company also provides partner websites with a wide range of customized geoinformation services. The main focal point here is the Falk 2.0 map service.