



Deutsche Telekom launches new integrated location-based services in selected markets across Europe

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- Easy discovery of points of interest using the new 'Local' section of the web'n'walk mobile portal available out-of-the-box on over 200 different mobile phone models
- Seamless connection to the new turn-by-turn GPS navigation applications
- After successful launch in Austria, Germany and the UK in Q4 last year, services will be available in 2010 in the Netherlands and other countries

Deutsche Telekom announces a range of innovative location-based services in selected markets across Europe, immediately available to millions of customers.

Since Q4 2009, the 'Local' section of the web'n'walk portal has been available to T-Mobile customers in Austria, Germany and the UK, and the GPS navigation app in Austria and Germany. This will be followed by a launch of both services in the Netherlands in Q1. Launches in more markets are planned for the first half of 2010.

Customers can easily find points of interest via the new 'Local' section on the existing web'n'walk mobile portal. In addition to maps and directions, the service allows customers to read reviews about specific points of interest, call a venue in one click and check the weather in the area. Deutsche Telekom's LBS service is truly for the mass market. From launch, customers can access the 'Local' section on the web'n'walk portal on more than 200 different mobile phones.

The points of interest service on the 'Local' section of the web'n'walk portal also connects seamlessly with the turn-by-turn GPS navigation app, so customers can find a point of interest in their vicinity and then use the navigation app with voice guidance and live traffic updates to get there. A dedicated sat nav device is not needed. This GPS navigation app is available on 50 mobile phone models at launch and moving forward most new GPS phones will be supported.

Our open platform approach ensures these new services are accessible to millions of customers on a vast range of phones. I am especially pleased we have leveraged assets within Deutsche Telekom to deliver a service that is comprehensive and relevant – specifically with T-Ventures investor company deCarta, and DT subsidiary DeTeMedien who together with its partners are key suppliers of the points of interest database, “ said Rainer Deutschmann, Senior Vice President Mobile Products at Deutsche Telekom.

Best of all for T-Mobile customers, the 'Local' section of the web'n'walk portal is included as part of customers' regular Internet tariff, there are no additional costs. The turn-by-turn GPS navigation service is a subscription-based offer and customers can enjoy the convenience of paying for this on their existing mobile phone bill, keeping things simple. Pricing vary by country with daily and monthly tariffs as well roaming packages available.

With these new services Deutsche Telekom extends its successful web'n'walk service, which makes the open internet even more relevant, and easy to use anytime and anywhere.

About Deutsche Telekom AG

Deutsche Telekom is one of the world's leading integrated telecommunications companies with over 150 million mobile customers, around 39 million fixed-network lines and approximately 17 million broadband lines (as of September 30, 2009). Its product brands are T-Home (fixed-network telephony, broadband Internet), T-Mobile (mobile communications), and T-Systems (ICT solutions). As an international Group with approximately 260,000 employees operating in around 50 countries worldwide (as of September 30, 2009), Deutsche Telekom generated more than half of its revenue - EUR 61.6 billion - outside of Germany in 2008.



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