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Mobile World Congress: O₂ is exclusively marketing Garmin-Asus nüvifone A50 in Germany

- Market leader Garmin takes navigation to a new level
- Android smartphone with Garmin navigation
- Available with free choice of tariff via O₂ My Handy

MUNICH/BARCELONA. In May 2010, Telefónica O₂ Germany will start to exclusively sell the nüvifone A50 from Garmin-Asus in Germany – a gadget combining a Personal Navigation Device (PND) and smartphone. The company made this announcement at Mobile World Congress in Barcelona today. O₂ will offer the all-rounder with free choice of tariff within the scope of the financing model O₂ My Handy.

With the nüvifone A50, O₂ is exclusively launching the first Garmin navigation system with full Android smartphone features in the German market. The navigation and functionalities of the phone are deeply integrated into the device. Users can, for example, navigate to an address, which is stored in an email, text message, on a web site, or in the contact list. On request, the nüvifone A50 navigates users to a location where they have previously taken a photograph with the integrated camera.

“The nüvifone A50 is another little navigation wonder we are including in our portfolio”, René Schuster, CEO of Telefónica O₂ Germany, comments. “We thus continue to maintain our strategy of offering innovative high-end devices at affordable prices and fair tariffs.”

From a technical perspective, the nüvifone A50 is one of the most innovative devices currently available on the market: It supports the simultaneous access to several applications (multitasking) and enables the deployment of thousands of apps and widgets based on the Android operating system. Moreover, Google Street View can be accessed and it is possible to seamlessly switch between pedestrian and auto mode.

A *Telefonica* company

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Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.

Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender. Andrea Folgueiras. Markus Haas. André Krause. Joachim Kugoth. Jens Prautzsch. Johannes Pruchnow. Lutz Schüler. Robert Simmeth. Carsten Wreth.

“The nüvifone A50 is a powerful smartphone and navigator,” said Cliff Pemble, Garmin’s president and COO. “Navigation and millions of preloaded and online points of interest are included on the A50 so that it’s easy for O₂ customers to click-and-go from email, SMS, photos and the internet.”

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has nearly 49 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

More information:

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