



Mobile Commerce Partner with Rough Guides to
bring travel apps to the Nokia Ovi Store



24 January 2011: Mobile Commerce, the UK's leading provider of location-based services (LBS) and mobile content integration, today announces a partnership with leading travel content provider Rough Guides with the launch of a suite of travel guides as apps for download at Nokia's Ovi Store.

Rough Guides' award winning content will ensure Nokia users won't miss a thing on their travels. With over 200 apps available, users have access to in-depth information on a range of global destinations. Each app includes 'things not to miss', hotels, nightclubs plus the best places to eat, shop and drink, all available with just a few clicks on their Nokia mobile device.

The Rough Guides travel apps are optimised for Nokia Symbian^3 handsets and available for download from the Ovi Store - which as of November 2010 has seen daily downloads reach 3 million and is used by over 165 million people from over 190 countries.

The apps are available for download worldwide from Nokia's official Ovi Store for €1 (£1/ \$0.99USD).

Steve Page, Mobile Commerce CEO, said: "Mobile Commerce recently brought Rough Guide's travel guides to the Vodafone 360 app store, so we have a great relationship and we're delighted to be working with them again bringing these guides to the Nokia Ovi Store. Nokia have a very strong pedigree in producing handsets popular with users and the Ovi Store continues to gain in popularity, so introducing Rough Guides' trusted content to Nokia is a natural step. We're certain the guides will be a big hit with travellers who we know want the best information easily accessible at their fingertips."

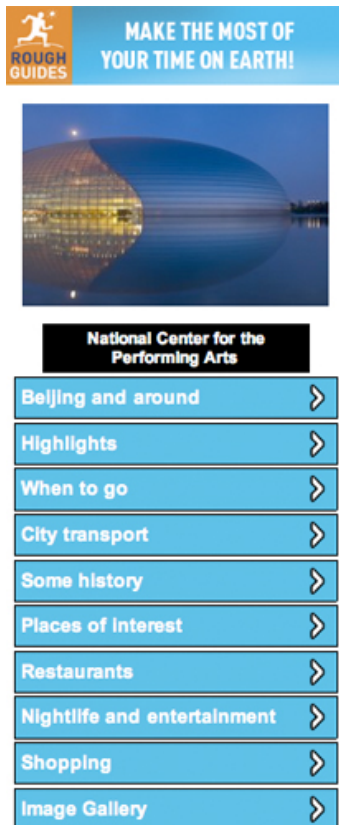
Peter Buckley, Digital Publisher at Rough Guides, added: "We're pleased to have the opportunity to work with Mobile Commerce again, bringing trusted Rough Guide content to Nokia users. We know that travellers love having information at their fingertips while they're on the go and these apps will bring the city to life in their hands."

The Rough Guides travel applications are available [here](#) at Nokia's Ovi Store.



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#MobileCommerce partners with #RoughGuides to bring #travel #apps to #Nokia #OviStore <http://bit.ly/7XdRkD> #mobile #LBS #mcommerce



About Mobile Commerce

Founded in 1999, Mobile Commerce is the UK's most successful provider of search and location solutions for the mobile telecommunications industry.

Mobile Commerce has been operating managed services to Tier One Mobile Operators since February 2002 and is the UK's leading provider of Local Search services on mobile - current customers include Vodafone, O2, T-Mobile, Orange, Microsoft and Sony Ericsson.

A growing element of Mobile Commerce's core business model is the development of monetised search using paid listings. Mobile Commerce now offers a Monetised Mobile Search solution connecting mobile users with advertisers. This generates additional revenue for the network operators through off-portal traffic and gives advertisers distribution.

Mobile Commerce has published White Paper on Mobile Search - to download a summary version go to <http://tinyurl.com/26h8ajm>

Mobile Commerce is now providing content and creative services to the UK mobile network operators and other major brands, over SMS, Mobile Internet, Java & iPhone, and is at the forefront of developing innovative packages that will be instrumental in driving additional revenue streams for network and brand partners.

In October 2008 Mobile Commerce was named in Deloitte's top 50 fastest growing UK tech companies - one of the UK's foremost technology award programmes, ranking the country's 50 fastest-growing technology companies based on percentage growth over five years.

In September 2009 Mobile Commerce was named in the Tech Media Invest Top 100, which showcases the UK's most innovative media and technology companies.

About Rough Guides

Rough Guides, a leading travel and reference brand, has sold over 30 million books since 1982, with on average one sale every 10 seconds.

As an award-winning CoolBrand® - with a mix of accurate, up-to-date information and contemporary writing - Rough Guides is passionate about travel and renowned for telling it like it is. Rough Guides also create bespoke travel content for a range of formats from customised print guides to mobile applications, visit www.roughguide.biz for more information.

Rough Guides are part of the Penguin/Pearson family who has offices worldwide. Start your journey at www.roughguides.com. Make The Most Of Your Time On Earth

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