

Industrial Sector



Information Highway for the jacket pocket

CityCompanion™, the smart metropolitan assistant –
a product of DaimlerChrysler Services Mobility Management GmbH

The CityCompanion logo is located in the upper right quadrant of the image. It features a play button icon followed by the letters 'CITY' in orange circles, and the word 'COMPANION' in white capital letters with a trademark symbol. The background of the entire advertisement is a grayscale aerial view of a city with several large, semi-transparent orange circles overlaid. In the bottom right, a circular inset shows a person's hand holding a silver flip phone.

COMPANION™



CityCompanion™ –
The smart metropolitan assistant.

Business travellers take note. With CityCompanion™ (a product of DaimlerChrysler Services Mobility Management GmbH) you can always be sure of a top quality information and service. This smart metropolitan assistant, is a Web and WAP-based online service, which performs as a private secretary, organizer, travel guide, route planner, traffic congestion alert service, event diary, hotel and restaurant guide all rolled into one. The service is accessible at any time by mobile phone, personal digital assistant or notebook computer to find the information you require. An entirely new feature is the ability to obtain information about your particular location, for instance about restaurants, cinemas – including movie schedules, and places of interest within walking distance of the hotel room you have just checked into. After a successful launch in Berlin last year, CityCompanion™ now also covers Hamburg, Frankfurt, Cologne, Munich and Dresden.



Cutting-edge technology standards and transmission techniques.

Development of this smart mobility service was prompted by the potential of a new generation of broadband wireless transmission techniques for exchanging large volumes of data via mobile Internet browsers, WAP mobile phones and smart phones.



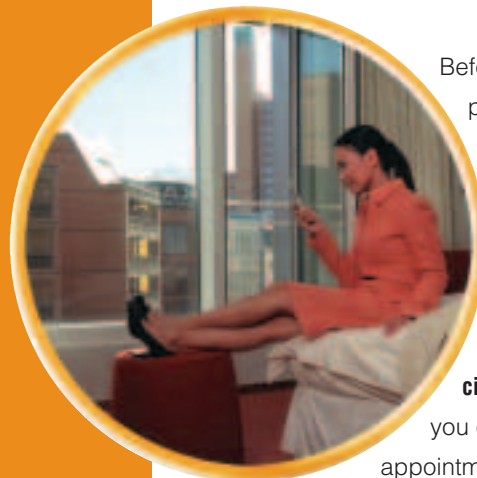
As a technology partner IBM Global Services played a key role in all stages of implementation, from initial concept studies to design of the system architecture and a prototype with the necessary Web/WAP infrastructure, right through to realization of a usable product. This solution is based on state-of-the-art technology standards such as Java (EJBs, JSPs) XML and XSL and builds on products from the IBM WebSphere family.

e-business on demand.

Another groundbreaking feature is the e-business on demand service. Business people can obtain services from an e-business infrastructure, applications or even entire business processes simply as an Internet-based service. This fast, reliable, cost-efficient and flexible facility eliminates the need for huge up-front investment. e-business on demand helps companies to reduce implementation times and to adjust needs to actual requirements. A key advantage of using CityCompanion™: Thanks to e-business on demand the system copes excellently with sharp increases in demand at short notice. The IBM Hosting Center in Frankfurt assumes full responsibility for ensuring that it does so.

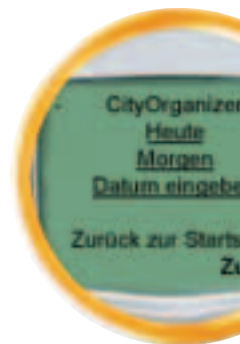


Plan your journey at the touch of a button.



Before every journey planning is always required. CityCompanion™ makes it easy. On the CityCompanion website (**www.city-companion.de**) you can enter business

appointments and leisure activities in a CityOrganizer, which regardless of the time or place keeps you posted en-route with information relevant to your schedule for the day. The different functions of CityCompanion™ (CityOrganizer, CityHighlights, City Navigation) are interlinked intelligently to make this possible. For example, a tip about an event, a restaurant or a place of interest is always combined with advice on the best way to get there or the nearest parking lot. The great thing is the knowledge that all the addresses and details of your appointments are available at a glance on your WAP mobile phone or PDA. An excellent way to save a lot of time and hassle!





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