

Press release

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from Geometix GmbH Science & Solutions

The 2010 FIFA World Cup – live!

The 2010 FIFA World Cup in South Africa is a real experience with the mobile phone app from Dortmund!

At a glance:

- “World Cup 2010 – South Africa” is available at Apple’s App Store
- The comprehensive World Cup app for the iPhone
- With live news ticker in German and English
- With photos and daily news updates of the tournament, in German and English
- Blog and tournament tips from Mats Hummels and Michael Rummenigge (to follow shortly)
- Link: <http://www.mobileapps.geometix.de/worldcup.php>

The 2006 FIFA World Cup generated a wave of excitement, especially in Germany. 2010 is similarly marked by anticipation for the FIFA World Cup. In fact, it is this football enthusiasm that has been the inspiration behind Dortmund-based software company, Geometix, developing a mobile phone application (mobile phone app) for the iPhone, which is to cover the 2010 FIFA World Cup in South Africa: “World Cup 2010 – South Africa”.

“World Cup 2010” offers that extra something - the live news ticker provides up-to-date information on every World Cup game, no matter where you are! In addition, the user is given a clear outline of the playing schedule, groups and 32 World Cup participants. Other background information includes goal tables and fair play tables, a playoff chart, an overview of the stadiums, as well as trivia on the history of the World Cup, and FIFA world rankings.

By means of a map display, the user can also get to see the most important public viewing areas across the globe. “World Cup 2010” already provides non-stop daily news updates on the World Cup, and continually informs the user of the most recent events. “World Cup 2010” can be purchased from Apple’s App Store for 2.39 euro.

Additional features will follow in the form of free updates, including, for example, the highlight “Hummels & Friends”, where Under-21 European Champion, Mats Hummels and former international player, Michael Rummenigge write an online tournament blog. Other prominent football personalities will also provide regular tips on the World Cup games.

“World Cup 2010” is first being released in German and English. Language versions in French, Italian, Spanish and Portuguese will follow shortly.

Geometix GmbH is a software company based in Dortmund. Since 2009, it is also an officially certified developer with Apple's iPhone Developer Programme. The App Store already offers the following programmes by Geometix: "Signs&Symbols", "Kennzeichen Deutschland" and "Babysitter Phone".

Homepage: <http://www.mobileapps.geometix.de/>
Product information: <http://www.mobileapps.geometix.de/worldcup.php>
iTunes App Store: <http://itunes.apple.com/de/app/world-cup-2010-sudafrika/id351235663?mt=8>
Press releases: <http://www.mobileapps.geometix.de/press.php>

For further information, please contact:

Mr Wolf Hoffmann

Telephone: +49 - (0)231 - 79 20 24 24
Fax: +49 - (0)231 - 79 20 24 7
Mobile: +49 - (0)172 - 568 32 10
E-mail: w.hoffmann@geometix.de
Internet: www.mobileapps.geometix.de