

**Press Release – FOR IMMEDIATE RELEASE**

## **Use Your Phone for GPS Tracking and Location-based Reminders and Share GPS Coordinates, Travel Routes, POIs, and Photos with the inViu routes Android App**

**Berlin, Germany, December 21, 2012** – inViu routes is the new ad-free Android app that allows users to track their travel routes and other mobile assets on their smartphone. Developed by German telematics company, ENAIKOON, inViu routes is part of the “inViu touch” family of apps that connects to inViu web, ENAIKOON’s backend web portal server. It is the only app in the market today that combines GPS photos, maps, routes, POIs, and location-based alerts all in one comprehensive app.



The idea behind inViu routes is to be able to record travel routes just like a GPS device using an off-the-shelf Android phone. Users can add other inViu routes mobile users and GPS devices to track on their phone. The tracked mobile phones and routes can be viewed as well on inViu web, a free web-based smartphone

and asset tracking software. The new app allows users to find locations on OpenStreetMap, set geofences, and take photos with embedded GPS coordinates that could be assigned to certain Points of Interest (POIs) or routes. The geo-notes feature incorporates text and voice reminders to specific geofences, allowing users to create location-based notifications. Routes, POIs, and photos can be emailed as a map image, GPX, or KML file to share with friends and family. Routes, POIs, and photos can also be shared through any other installed app on the user’s phone, including social media apps.

This software will attract travel, geocaching, and outdoor sport enthusiasts as it can record favourite trip routes and save POIs with exact GPS coordinates along those routes. On-the-go users can benefit from geo-notes as it can be effectively used for location-based reminders. As tracking software, it can be particularly useful for families, allowing them to keep a close eye on children, seniors, and pets to monitor their safety. Family members equipped with an Android phone with inViu routes can be easily monitored as their GPS coordinates will show in real time on inViu web. Anyone with an account or subaccount can access the online software.

“We are thrilled to introduce inViu routes to the inViu app family,” comments Markus Semm, the managing director and founder of ENAIKOON. “inViu routes is an easy-to-use, free app with multiple

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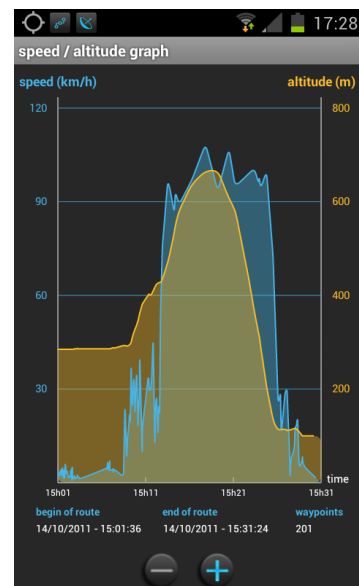
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purposes. Whether you're taking photos on a hiking trail, recording your favourite driving route on a road trip, or making sure your child gets home safely, this app will give you reliable information that you can share with your friends and family."

ENAIKOON has also developed other Android apps, such as inViu NFC-tracker, inViu OpenCellID, inViu GPS-details, and inViu traffic-counter. They are working towards one, integrated suite of the inViu app series.

The inViu routes Android app is now available for free download in Google Play. Easily upgrade to the pro version within the app for extended use of features. The app will allow up to four mobile phones to synchronise with an inViu account at no extra charge. Sign up for your free inViu account and learn more about inViu routes at [www.enaikoon.com](http://www.enaikoon.com).



## About ENAIKOON

Since their inception in 2002, ENAIKOON has been a leader in delivering telematics solutions to businesses in the logistics, transport, medical, cleaning, and construction industries. This Berlin-based German company specialises in tailoring mobile tracking solutions for each individual customer, often aiding in theft prevention, employee monitoring, and fleet management. The combination of their sophisticated online asset-tracking software and adaptable range of GPS devices ensures their customers security, operation efficiency, and business optimisation. To learn more about their services and telematics solutions, please visit [www.enaikoon.com](http://www.enaikoon.com).

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