

Press Release



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The iPhone application "Wiesn* flirt & find" turns the Oktoberfest into an "iParty"

Six million visitors in two weeks at a fairground over three million square feet in area – no other festival in the world brings so many people together to celebrate - and continuously lose and find each other in the throngs. Now, 200 years after its inception, the biggest fair in the world has made it to Apple's App Store in the iPhone application "Wiesn flirt & find". The app works like a social network - an easy and fast way of hooking up with friends or getting to know new people, chatting, flirting, locating them on a virtual map and arranging to meet up. The useful location-based mobile service featuring an intuitive symbol interface was designed by Büro Dr. Heukamp GmbH is an official partner of Munich Oktoberfest.



At first glance the app is reminiscent of an instant messenger for PC or Mac, and indeed works in a similar way. Users download the app to their iPhones from the App Store and create a profile with their photo, their age and a status message. Now they can link up with friends who also have the app on their iPhones, chat to them using the Chat function and exchange messages. But the most interesting feature of the app is probably its seamless integration of Google Maps and the iPhone's own GPS tracker. With one click, users can



*Wiesn is a colloquial Bavarian term for Oktoberfest

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activate themselves and their friends for the tracking function and are shown on the integrated Google Map of the Oktoberfest. Because the tracking function is accurate down to 5 metres, meeting up with friends has never been so easy. No more inaudible phone calls in noisy, crowded beer tents – "Wiesn flirt & find" offers the perfect solution. In addition, the interactive Oktoberfest map, complete with tent names and landmarks, provides a simple tool that helps visitors to find their way around and arrange meetings.

The new iPhone app's most charming function is its "flirt" option, enabling users to create their own flirt profile and select their current preferences from a wide variety of options like "I want to go to a beer tent" and "I want to ride on a roller-coaster". With the help of this information, users can locate other fans of flirting on the Google Map and search for potential flirting partners, chat with them and arrange to meet up. Why not invite them to join you at your table for a beer or make a date for a roller-coaster ride?

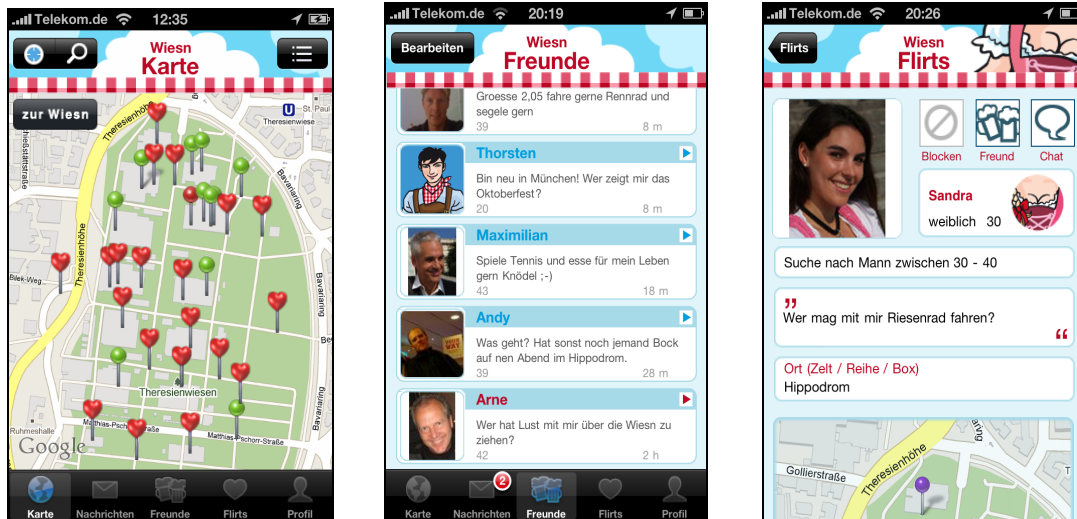
There are no limits to the user's imagination. "Wiesn flirt & find" is designed to encourage users to have fun trying it out and playing around with the features. And since the Oktoberfest is well-known as the centre of the flirting universe, the "Wiesn flirt & find" iPhone app is the perfect companion for anyone keeping a – not too serious – lookout for darlings in dirndls or lads in lederhosen.

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The following screenshots demonstrate the app's simple operation and integration of Google Maps:



The "Wiesn flirt & find" iPhone app is available as a download at the Apple App Store from early August at €2.99, with updates and planned add-ons free. In addition, an online version of the app for use with Mac, PC and various mobile browsers can be found at www.wiesn-app.de

Support of other smartphone operating systems such as Google Android or Windows Mobile and further language versions are in the planning stage.

About Büro Dr. Heukamp GmbH:

Georg Heukamp, Sven Zerbst and Edwin Eschig, three up-and-coming Munich entrepreneurs and fans of both the Oktoberfest-and iPhones, came up with the brilliant idea of the iPhone app and designed it at Büro Dr. Heukamp GmbH in Pöcking near Munich.

The application also found favour with the Oktoberfest organizers, enabling the inventors to display the official Oktoberfest logo of the City of Munich on their app. The app will be available for €2.99 at the Apple App Store from early August.

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Company contact:

Georg Heukamp

Büro Dr. Heukamp GmbH

georg.heukamp@foratio.de

Tel. +49 (0) 89 9760 7464

Agency contact:

Felix Laubenthal / Alex Fuchs / Thomas Loewe

Harvard Public Relations München

wiesnff@harvard.de

Tel. +49 (0) 89 – 53 29 57-46 / -24 / -50

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