

Windows Phone 7 App for AutoScout 24

For AutoScout24, one of the leading European internet car portals, BGI Solutions has developed a successful Windows Phone 7 application.

AutoScout24's App „AutoScout 24 to go“ is already been available for smartphones and mobile applications. According to the launching of the new marketplace Windows Phone 7 this App should now also be adapted to this platform to offer all of AutoScout24 customers the same good service they are used to.

BGI Solutions has adapted the „AutoScout 24 to go“ App to the Windows Phone 7 screen design and operational concept and has developed a mobile search for cars, where the users benefit from the combination of geographical information in context with search parameters. These are directly visualized with Bing maps, so that for the first time the search results are displayed on an interactive map. For the user this visualization of the car location offers an alternative approach to the search results. Furthermore BingMaps was integrated into the perimetrical search so that the user can see his actual location and is able to define a search radius, which is displayed dynamically on the map.

With the new and free App, which was published in December 2010, the user en route can conveniently search for new and used cars, save favored vehicles or start individual search requests. Search parameters can for example be make, model, location, price, mileage or first registration. Search results including pictures of the vehicles will be clearly arranged on the map.



Dr. Tilman Buchner
Head of Competence Center
Mobile Products & Services

www.autoscout24.de



AutoScout's WP7 App is already been applied successfully by thousands of users and is rated at the very top of the productivity scale.

Dr. Tilman Buchner, Head of Competence Center Mobile Products & Services, AutoScout24:

„I would like to thank BGI Solutions for the professional collaboration – BGI Solutions has a great expertise and know how regarding WP7

development and has realized our UI concept to our fullest satisfaction within the set time frame and budget.”

Thirteen million users in Germany a year, 1.8 m vehicles on offer, more than 500,000 vehicles traded a month – AutoScout24 is one of the leading Internet car portals in the market. Involved in the markets in 18 countries, and with 37,000 member dealers, AutoScout24 is present in all the main markets in Europe. Founded as MasterCar AG in Munich in 1998, it is a wholly-owned subsidiary of the Scout24 Group, which is in turn part of Deutsche Telekom AG.

