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Whatamap.com continues where Google Maps ends

Whatamap.com enables unlimited download of all the maps in the world into the mobile phones of end users, free of charge. The map service supports mobile phones with or without integrated GPS.

Whatamap.com Ltd. today announced the immediate availability of its revolutionary map service that combines web to mobile in a way unheard-of before.

The map service lets people find, create and share maps in the web, allowing those maps to be installed into their mobile phones with a click of a button. All of this takes no more than a few seconds.

Even better, the map service is not limited to traditional street maps, but provides pedestrians maps that better suit their needs – maps of skiing resorts, museums, airports, amusement parks, shopping centers, parks, festivals, geocaches, tourist attractions... - just anything.

Combining a vast amount of available maps and supported mobile devices, the map service brings immediately countless new use cases for mobile maps into mass market. This does not compete with but complements the existing map services in the internet and mobile industry, outpacing the slow update cycle of proprietary, global map databases.

Maps created free of charge will contain sponsored, targeted but unobtrusive advertisement and allow only private and personal use.

Commercially, the service is being used for example at the Linnanmäki amusement park in Helsinki, the largest shopping center in Nordic countries Itäkeskus in Helsinki and skiing resort Himos in Jämsä, Finland. Whatamap.com Ltd. aims to quickly expand into the international market of mobile destination maps.

Whatamap.com Ltd. invites everybody to try out the map service at <http://www.whatamap.com>

For more information, please contact

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Whatamap.com Ltd. is a Finnish technology company that specializes in mobile pedestrian maps. Founded in 2007, the 11-people start-up has also experienced veterans from Nokia and TeliaSonera.