

telegate intensifies co-operation with Google: Business View now enlarges product portfolio

Munich / Planegg, April 27, 2015 – As first large Google reseller, telegate AG now starts with the sales of the 360-degree Business View in Germany. The latest Google product for business owners is a panorama walk, a virtual tour through restaurants, gyms, boutiques or beauty parlours, which potential customers can do when searching for a suitable location. With the attractive Business View, customers can explore locations online as if they were on site.

„First conversations indicate that Business View will be a great success. Business owners can present themselves in the best light with this innovative panoramic tour where consumers look for them online. We are happy that we can now offer this additional value to our customers” said Franz Peter Weber, spokesman of the management board.

telegate customers can buy Google Business View either as add-on product to the classic online marketing package or as single product. The production of the 360-degree view takes around two hours. Subsequently, the finished tour is linked to the customer’s website, the media entries with klicktel.de and 11880.com and also appears in Google searches, Google Maps and Google+. telegate further strengthens the online presence of their customers with this product. At the same time the customers’ presence becomes more attractive.

telegate AG is the second-largest German service provider for regional advertising and directory inquiries. Via the www.11880.com and www.klicktel.de online directories, the corresponding smart phone and iPad apps as well as klicktel’s software products, consumers can access contact details for private subscribers, business information and regional news. More than one million users in Germany access these online and mobile services each day, making them effective advertising platforms for businesses. In addition to prominently placed entries in the digital directories, telegate offers small and medium-sized enterprises numerous opportunities for marketing their products and services on the Internet via its telegate MEDIA subsidiary. Following the liberalisation of the telecommunications market at the end of the 1990s, telegate rapidly became Germany’s second-largest provider of directory assistance services through the country’s best known telephone number 11 88 0*. With a market share of nearly 40 per cent, it is now the leading alternative provider of such services. telegate AG has around 1,000 employees at eight sites in Germany. The company’s share is listed in the Prime Standard of the Frankfurt Stock Exchange.

* EUR 1.99 per minute from a Deutsche Telekom landline. Other prices may apply to calls made from mobile networks. Text message inquiries are just EUR 1.99 (Vodafone D2 portion: EUR 0.12) in Germany.