

# Press release



For immediate release

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## **Cybercom develops virtual guidebook for Norway's largest book publisher**

**Cybercom has together with Norway's largest publisher, Gyldendal Norsk Forlag, developed the first virtual guidebook for iPhone. The assignment is unique and Cybercom now have more similar projects in the pipeline that work both when you are online and offline.**

The guidebook, called Oslo Nordmarka, is now available for download from the App Store and is based on Gyldendal's Oslo Nordmarka guidebook.

"This is the first virtual guidebook that you can use out in the mountains whether you're online or not," says Robert Åström, site manager at Cybercom in Östersund. "That you can use the maps offline makes this virtual book the first of its kind."

The iPhone guidebook covers hiking, biking, and ski trails in Oslo Nordmarka from its central area and northward. Users can plan and track their routes and share their excursion/performance with others on Facebook.

"Cybercom has unique knowledge when it comes to off-line maps for the iPhone," says Harald Ofstad Fougner, editor-in-chief of digital books at Gyldendal. "That's why we chose them, and we're very pleased with our first virtual guidebook."

Gyldendal is also looking at other popular excursion areas in the Nordic countries. Cybercom has an option to digitize more of Gyldendal's guidebooks.

"The future potential for these types of virtual books is great since they can be used for things like tourist destinations and city tours," says Åström.

### **For more information, contact:**

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