



Schmap Overtakes Frommer's, Fodor's, Lonely Planet

For Immediate Release

CARRBORO, N.C./EWorldWire/Aug. 4, 2006 --- With today's release of 17 additional titles, the number of worldwide destinations Schmapped now reaches 101, already more than Frommer's, Fodor's and Lonely Planet cover as city or island guides.

Also launched today, a new range of Schmap Packs promises to help satisfy the growing demand for Schmap's acclaimed series of free, downloadable digital travel guides.

Each Schmap Pack contains a custom selection of up to 20 popular Schmap Guides, meaning that travelers can now get multiple guides for a planned trip with a single click. "A new killer app for travel is born," states APOGEOnline.

Some Schmap Packs such as European Capitals, Germany and Florida are prepared for visitors to a specific country or region, while others are theme packs, tailored for popular travel passions. According to The Washington Post, "Think Google Earth meets Frommer's ... the way the info is integrated is a marvel."

Schmap Packs in the theme category include:

- The Great Outdoors (7 guides, including Anchorage, Yosemite and Vancouver)
- Partying in Europe (8 guides, including Ibiza, Amsterdam and Dublin)
- Romantic Getaways (8 guides including Venice, Paris and Maui)
- Vineyards and Vintages (5 guides including Bordeaux, Florence and Napa)
- Foodie Meccas (14 guides, including Rome, Barcelona and New York)
- Shopping Quests (6 guides including Milan, Stockholm and Los Angeles)

The latest titles in the Schmap series include Montreal, Vancouver and Toronto, the company's first coverage of Canadian destinations.

The full range of Schmap Guides is available at <http://www.schmap.com>.

Schmap Canada Guides are available at <http://www.schmap.com/guides/canada>.

Schmap Packs are available at <http://www.schmap.com/guides/packs>.

Wandulst writes, "I've seen the future of travel guides, and the future is Schmap."

"Innovation in a space - travel guidebooks - that's felt pretty static in recent years," said Geeky Traveller.

"Superb travel tool built around an uber clever player - an awesome resource for travelers," added The Red Ferret Journal.

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KEYWORDS: travel, city guides, mapping, software, travel tech, mapping software, emerging technology, travel guides, travel technology, free canada travel guides, free us travel guides, free european travel guides, mapping technology, new software

SOURCE: Schmap