



German community www.SmartRunner.de counts on Sports tracking trend

Leipzig, October 14th 2009 – Via communities as Flickr, Youtube, facebook, del.icio.us, etc. any experience, any picture and any video is published. By now, Sports tracking also referred to as Geotracking established the publishing of ran or ridden tracks as well. In the USA Geotracking by cell phone is a trend for some time. Now www.SmartRunner.de has established a large community in Germany, too. The SmartRunner application allows members to record any holiday routes, running tracks, hiking routes, cycling tracks and provides the option to publish them afterwards. SmartRunner can be used as training log as well as a sharing network for good tracks.

60.000 tracks are already stored on SmartRunner servers. More than 300 new tracks are added daily. The service was originally directed to 1.8 million runners in Germany taking part in 3.800 running events. However, the community has uploaded thousands of cycling tracks, bridleways, hiking routes and even skiing tours by now. SmartRunner's CEO Dr. Alexander Trommen explains: "Our thinking during foundation was: "Internet users publish pictures, videos, profiles, tweets, even powerpoints – Why not their holiday routes or running tracks? The community's quick growth shows us that we can't really be going wrong."

All those interested can download a Sports tracking application for their Smartphone on www.SmartRunner.de and keep their personal training log. The data analyzed by Smartrunner is far more extensive and usually more exact than a usual running computer with pedometer. SmartRunner gathers data about time, speed, calorie consumption, altitude and the exact track is displayed on maps or satellite pictures. The standard protocols GPX and KML allow exporting tracks and importing them into navigation devices supporting these protocols.

www.SmartRunner.de was originally programmed by Rolf Kluge and Roman Belter, two PhD students at Leipzig University. Encouraged in their business idea by the community's quick growth they decided to found a company in the beginning of October. The founders were able to simultaneously gain two successful business angels, Tiburon / Daniel Wild (among others involved in XING, Adscale, Getmobile, etc.) and Fadelia / Roland Fassauer (founder of Intershop and Pixaco) as financiers for SmartRunner.



About SmartRunner GmbH

www.smartrunner.de is the leading GPS tracking community in Germany. Since the public beta version's launch the community attained steady growth. More than 60.000 tracks have been published by users so far. The SmartRunner membership is basically free and sponsored. Only certain premium services are charged with 29€ per year. The SmartRunner GmbH was founded in October 2009 by Roman Belter (CPO), Rolf Kluge (CTO) and Dr. Alexander Trommen (CEO) in Leipzig.

Awards:

netSTART Award 2009 (www.netstart.de)

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