

MapmyIndia Takes Lead in in-car GPS Navigation Market

Plans to invest \$5 million more in sales and distribution; Already invested \$5 million in building detailed navigable maps; Launches state-of-the-art in-car GPS navigation devices; Upcoming MapmyIndia maps to include 1000 cities, 500,000 towns and villages, and 1 million points of interest

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MapmyIndia - India's leading navigable map data provider - has introduced the MapmyIndia Navigator, an in-car GPS navigation device that promises to revolutionize the way we travel in India. This portable satellite-connected GPS gadget is pre-loaded with comprehensive maps for all India and provides real time voice guided turn by turn navigation for seamless travel across the country, be it intra-city or inter-city (not a separate city map, and separate basic India map). The company also plans to invest an additional \$5 million in sales and distribution, after already having invested \$5 million in building the most comprehensive and detailed maps of India.

'Internationally the market for In-car GPS navigation has seen an exponential growth, driven by sales of 20 million PNDs (Personal Navigation Devices) last year in the US and 30 million in Europe. We have already invested over \$5 million in building the most comprehensive and accurate map data for India. We will be driving the Indian market by investing an additional \$5 million in sales and distribution and constant upgradation of the maps during the next one year,' says Rakesh Verma, MD, CE Info Systems, the promoters of MapmyIndia.

Key features of MapmyIndia Navigator

Real-time, turn-by-turn map and voice guidance to your destination
Keeps you informed where you are and which direction you are headed
Distance and estimated time to next turn and final destination
Quick search to find and navigate to urgent points of interest along the way or near your destination
Instant auto re-routing in case you miss a turn, blocked roads or if you choose to follow an alternate road
Detours to avoid specific roads
Address book to store your favourite destinations (home, office etc.)
Create and save multi-stop trips, and off-road nature trails
Enjoy movies, music, games and photos on 3.5" colour touch-screen
Lightweight and pocketable
Powered by Horizon Navigation software

To bring GPS navigation and location based services to the mass consumer market MapmyIndia is making its maps available across the internet, mobile and in-car space. The company is partnering with leading players in the eco-system - automobile companies, handset and PND manufacturers, software providers, mobile operators, internet portals and retail and distribution networks of cars, car accessories and consumer electronic products.

MapmyIndia's in-car GPS navigation product - The MapmyIndia Navigator.

The MapmyIndia Navigator is a smart and sleek portable gadget that uses satellites to determine your current location. Enter any destination across India, and the navigator will guide you, turn by turn, with visual map instructions supported by voice prompts. It can either be mounted on the windshield or dashboard while driving or carried in hand while sitting in the backseat.

The most comprehensive and accurate maps of India

MapmyIndia Maps, that power the MapmyIndia Navigator, are the most comprehensive and accurate maps of India, and are provided by CE Info Systems, the leading map data provider for

India since 1994. These maps have been created and continually updated by a strong team of map data specialists and 200 surveyors, who have been walking and driving millions of kilometers across India for more than a decade now. They are equipped with sophisticated GPS tools, digital cameras and latest satellite imagery, as well as local know-how, allowing them to rapidly collect and create highly accurate maps.

Map coverage of MapmyIndia Navigator

Seamless navigable map for travel from any point to any point across India (not separate city maps and national map) Connects 55,000 towns and villages connected by national and state highways 150 cities containing important landmarks 18 major cities containing complete set of streets, localities, sub-localities and landmarks: Delhi NCR (New Delhi, Gurgaon, Noida, Greater Noida, Faridabad, Ghaziabad) Chandigarh, Mohali, Panchkula Mumbai, Navi Mumbai, Thane Pune (including Pimpri Chinchwad) Bangalore Chennai Hyderabad, Secunderabad Kolkata (including Bidhan Nagar) Directly navigate to 2,00,000 points of interest across 52 tourist and business categories Upcoming upgrades to include 1000 cities, 500,000 towns and villages, and 1 million points of interest Powered by MapmyIndia Maps, the most comprehensive and accurate maps of India

MapmyIndia maps have empowered over 500 leading enterprise and government customers over the last 15 years, including the top two out of three players in nearly every vertical.

MapmyIndia.com, India's first and most comprehensive interactive maps and directions portal has successfully served millions of map and search requests by consumers. Continuous usage and validation of these maps by enterprises and consumers have helped MapmyIndia keep the maps updated and relevant across India.

Hardware models

MapmyIndia Navigator is currently available in two hardware models, Delphi NAV 200 and AMAX 06GP5A. Both the personal navigation devices have built-in GPS (SirfStar III), 3.5" colour touch-screen, Samsung 400 MHz processor and additional multimedia features to play movies, music, photos, games etc. Delphi is a world leader in car electronics, and A-MAX is a world leader in design and manufacture of portable digital products.

Availability and price

The MapmyIndia Navigator is currently available at 50 dealers across major cities- Delhi NCR, Mumbai, Chennai, Bangalore, Chandigarh and will be available across 2000 retail outlets by the end of 2008. The device is also available online through MapmyIndia.com. The MapmyIndia Navigator is available for Rs 21,000 in Delhi and Rs 22,000 in other states. This is a one-time cost for the entire navigation-ready product, pre-loaded with complete all India maps and standard accessories such as car and wall charger, windshield and dashboard mount, manuals etc. There is no recurring usage charge to using the product as the GPS signal is free.

Future map upgrades

MapmyIndia map upgrades will be available twice a year for the entire country and will include updates to existing coverage in addition to new coverage. Users will have an option to purchase the upgrades at a reasonable price. In the next one year MapmyIndia plans to release over 1000 cities and 500,000 towns and villages along with 1 million points of interest with these upgrades.

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About CE Info Systems

CE Info Systems (P) Ltd, a New Delhi-based ISO 9001-2000 Company founded in 1992, is the provider of India's most comprehensive navigable and GIS map dataset that powers location based services such as internet mapping applications, mobile navigation, car navigation, and GIS-based decision support systems. The company has been creating this repository of proprietary digital map information since 1994 through continuous field surveys and state-of-the-art mapping technology. In 2004, the company released its internet maps and directions portal, MapmyIndia.com, and was short listed by NASSCOM as a showcase company for IT Innovation in India. The company has served over 500 leading enterprise customers, and is now offering map, directions and navigation services to consumers.

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You can also visit www.mapmyindia.com for more information.