

## ASUS PDA phones now enabled with SatGuide ONE INDIA integrated map!

*ASUS P750 and P527 PDA Phones will now be bundled with the One India Integrated Map from SatGuide which will cover more than 30 cities*

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ASUS, the leading PDA phone manufacturer today announced a tie-up with SatNav Technologies, headquartered in Hyderabad, the pioneers of GPS Technology in India since 2002. The world famous ASUS Windows Mobile Phones will now come with SatGuide maps and software. Consumers who buy ASUS phones, model numbers P750 and P527, both of which have in-built GPS receivers will come pre-loaded with ONE INDIA integrated map from SatGuide. Users of these model phones from ASUS will now have an added advantage of converting their mobile phones into navigation devices when needed. They will also have the benefit of an 'out of the box' navigation experience as the device will be navigation ready at the point of purchase.

The One India IntegratedMap covers 30+ cities of India with turn by turn directions and simple voice instructions along with a detailed National / State Highway network - all included in a single map with several thousand points of Interest. Detailed maps of all major metro cities like Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Pune, Ahmedabad and Kolakatta and cities like Jaipur, Chandigarh, Lucknow, Kanpur, Nasik, Nagpur, Panaji, Patna, Bhopal, Bhubaneshwar, etc. are offered in the database.

SatNav Technologies has been a pioneer in map development in India. After having spent nearly a decade on map research, SatNav Technologies came out with the first version of its map in 2005. They have now been able to bring 85% precision to their maps. And, as a continued commitment to provide the best maps to its customers, the company offers updated maps every quarter. The maps have been surveyed over and over again and have been utilized by several thousand people spread across the nation. The company has over 95% market share in a fledgling but fast growing market in India.

ASUS, the world's leading technology manufacturer is a solution provider of 3C, which includes computers, communications and consumer electronics. It is a Fortune 500 company, with a global staff of more than 100 thousand. It is supported by a world-class R&D design team. As a brand known for the ultimate product quality and design, ASUS products have won 2568 awards in 2007. ASUS is one of the few Windows Phones companies whose GPS devices come with a set of standard accessories such as car charger, dashboard mount holder etc. The pricing of the products is also very competitive.

The ASUS P750 PDA Phone is a winner of the 2007 Japan G-Mark Award. This revolutionary handheld wonder is able to provide high speed data transfers, complete business applications; as well as total connectivity to networks including: HSDPA, Bluetooth, WiFi, USB & GPS.

The ASUS P527 took home the prestigious CES Innovation Design and Engineering award for 2008. Deftly packaged in a compact and stylish form factor, the P527 combines the features of a cell phone, navigator and PDA. It is the ideal personal gadget for users who enjoy efficiency on the go. The FM Radio function is one of the key features, that makes this phone a product ideal for work as

well as entertainment.

In connection to this bundling of ASUS Windows Mobile phones and SatGuide maps and software, Mr. Edward Wang, Business Head, Mobile Communication Business, ASUS, says, 'It is indeed a great pleasure for us to be associated with SatNav Technologies and include the SatGuide maps with our ASUS P527 and P750 PDA Phones. The customers will surely benefit with the cutting edge technology provided by the ASUS PDA phones and the GPS software technology from SatNav.'

In connection to this tie-up, Mr. Amit Kishore Prasad, CEO of SatNav Technologies said, 'We are honored to be a part of the ASUS extended family of partners and are confident that this partnership will help both our companies increase our respective market share in India. By offering SatGuide's GPS Enabled, voice guided, turn-by-turn navigation as a default option on its GPS phones, ASUS has shown leadership in this market space and will benefit from a better customer perception of the enhanced value that their phones now provide to end customers.'

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#### **About ASUS Technology Pvt. Ltd.**

Asus Technology Pvt. Ltd. is a leading provider of 3C total solutions. It has a global staff of more than 100 thousand and a world-class R&D design team. As a brand known for the ultimate product quality and design, ASUS product have won 2568 awards in 2007. ASUS has been ranked in Business Week InfoTech 100 for 10 straight years, and was ranked No.1 by the Wall Street Journal for best quality products in Taiwan. Its product portfolio includes notebooks, motherboards, graphics cards, optical drives, LCD monitors, information appliances, desktop PCs & PC components, servers, wireless solutions, mobile phones, handhelds, digital home solutions, broadband communication products and networking devices.

**For more information on ASUS and its products, kindly visit <http://in.asus.com> or send an email to [media\\_india@asus.com](mailto:media_india@asus.com)** For more information on ASUS and its products, kindly visit <http://in.asus.com> or send an email to [media\\_india@asus.com](mailto:media_india@asus.com)

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