

Press Note

MapmyIndia launches house-level GPS navigation in Mumbai

Mumbai, November 18, 2010: MapmyIndia, India's leader in maps, GPS navigation and location-based services, today announced the launch of GPS navigators that allow house address search and navigation, a first for the city of Mumbai. It is now possible to key-in a house address and let the MapmyIndia GPS navigator calculate the best route to the destination. Till now it was only possible to reach the locality and the actual address in that locality had to be searched manually. MapmyIndia's navigators solve the last mile connectivity problem and actually drop you to the doorstep of your destination. Besides Mumbai and Navi Mumbai, this facility is available in 11 other cities – Bangalore, Chandigarh, Faridabad, Ghaziabad, Greater Noida, Gurgaon, Mohali, New Delhi, Noida, Panchkula, Thane.

Navi Box: The GPS brain of your car

MapmyIndia also launched a standalone GPS device for cars, the MapmyIndia Navi Box. Acting like the GPS navigation brain of a car, the Navi Box – loaded with maps of 902 Indian cities – is hidden under the dashboard. It connects to the screen of the in-dash car audio-video system and offers accurate, turn-by-turn voice guidance. The Navi Box is available as an OEM accessory with Mitsubishi Cedia Sports edition and Ford Endeavour. It can also provide navigation for Skoda, VW, BMW and Audi brands as well.

Features of MapmyIndia's GIS VT1 Vehicle Tracking System

- A special robust GPS tracking device installed in vehicles, which helps the system keep a complete check on the whereabouts of the vehicle including over speeding, accidents etc.
- Through the Vehicle Tracking System one can check:
 - Route deviations, undue stoppages, abnormal delays, over speeding in standard routes etc.
 - Live tracking of all vehicle grouped according to goods being carried
 - SMS intimation about when a truck left from a godown and when it when it entered a another place
 - Monitoring/handling day-to-day operations/incidents and MIS Reporting
 - Completely managing the end-to-end solution starting from road survey, mapping, tracking, reporting, enhancements, management etc.

About MapmyIndia (www.mapmyindia.com)

MapmyIndia (CE Info Systems (P) Ltd.), a New Delhi-based ISO 9001-2008 Company founded in 1992, is India's leader in premium quality digital map and data, GPS, location-based services (LBS), GIS and location-based business intelligence solutions. MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated navigable map dataset for all India. MapmyIndia is driving the Indian navigation and location-based services industry by providing products and services across all platforms, Internet, Mobile, In-car, Print, Voice, TV etc., to end consumers directly as well as in partnership with leading international and national players. MapmyIndia also provides, to over 500 leading public sector and enterprise customers across every vertical, solutions which utilize location to enable their business and functioning. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations. MapmyIndia is backed by leading high-tech and private equity firms, such as Qualcomm Ventures, Kleiner Perkins Caufield & Byers (KPCB), Sherpalo Ventures and Nexus Venture Partners.

MapmyIndia's Managing Director was elected by GPS Business News as the "World's GPS Businessman for the year 2007" for driving the navigation industry in India.

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