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Press Release

MapmyIndia's iNav Fires-up GPS Navigation on Mobile Phones

Leader in digital maps and in-car GPS navigation now launches navigation solution for GPS-enabled mobile phones

MapmyIndia's iNav, starting at Rs 249, opens a new market for GPS Navigation solutions with flexible prices & options

Bangalore, May 12, 2008: MapmyIndia, India's leader in premium quality digital map data and consumer navigation services, today launched **iNav**, its GPS navigation solutions for mobile phones. iNav offers comprehensive maps and high quality navigation software for the growing number of GPS phones being sold in India. Currently, these phones either come loaded with basic maps or no maps at all. Additionally, the price points at which iNav is being introduced throws open a brand new market with GPS Navigation solutions now being accessible to to one and all mobile phone users.

"Our vision is to make maps and navigation recognized as an integral part of the country's basic infrastructure. After making maps freely available on the internet via MapmyIndia.com, and then launching MapmyIndia Navigator for in-car navigation, with iNav we hope GPS navigation can benefit all mobile phone users across the country. We remain committed to making available the best maps and navigation products to Indian consumers, today and in the future", says Rakesh Verma, MD, MapmyIndia.

MapmyIndia iNav - Key Software Features

- GPS navigation software for mobile phones
- Locates where you are currently using satellites, and tells you where you are headed
- Provides live turn-by-turn graphical map guidance supported by voice instructions to your destination
- Search for a locality, sub-locality, street, point of interest, city, town or village
- Find and navigate to nearby points of interest (E.g. petrol pump, ATMs, restaurants, landmarks etc)
- In case you miss a turn or want to avoid a specific road, calculates alternate in real time and then provides guidance based on new route.
- Connect option allows you to share and send maps and directions directly over SMS, MMS or email to your friends.

MapmyIndia iNav - Map Coverage

- Powered by India's most comprehensive, accurate, reliable and award-winning MapmyIndia maps
- Seamless All India coverage includes 280,000 points of interest across 52 categories such as ATMs, restaurants, petrol pumps, police stations etc.
- Navigate to 55,000 towns and villages and landmarks in 150 cities along national and state highways
- In 18 major cities, detailed street, by-lane, locality, sub-locality and comprehensive points of interest coverage
- Flexible options for All India or specific State maps available, depending on need and requirement of customer

MapmyIndia's trusted and award-winning Maps

For 15 years now, MapmyIndia's team of map data specialists and 200 surveyors has been walking and driving millions of kilometers across India to create the most comprehensive, accurate and unparalleled maps of the country. MapmyIndia Maps power over 500 leading enterprise customers such as Coca Cola and ICICI, and are used by lakhs of consumers on the internet (MapmyIndia.com, Yahoo! India Maps…), in-car (MapmyIndia Navigator GPS device is a General Motors Genuine Accessory…) and on mobile phones (Airtel Blackberry and Sony Ericsson…). MapmyIndia and its products have been recognized nationally and internationally, such as being awarded the 'Geospatial Product of the Year 2008' (presented by Shri Kapil Sibal, Hon'ble Union Minister for Science & Technology and Earth Sciences, at the Indian Geospatial Awards 2008 held in New Delhi) and MapmyIndia's MD being selected as 'World's GPS Businessman of Year 2007' by GPSBusinessNews, leading worldwide consumer GPS publication.

Convenient prices and flexible packages

High quality GPS Navigation – long considered a niche market – will now be open to the mass market with iNav's two options – **iNav Connect** and **iNav Loaded**.

With **iNav Connect**, users can simply subscribe to the low-cost monthly or half-yearly service and start using GPS navigation right away. **All India Navigation for 1 month service costs Rs 249 (all taxes inclusive) and for 6 months costs Rs 1190 (all taxes inclusive).** This connected service streams maps live over the data network and is the ideal entry level product for a first-time navigation user. iNav Connect's navigation software is from the world-leaders, Wayfinder. The Wayfinder-MapmyIndia solution is already being pre-loaded on certain Airtel Blackberry and Sony Ericsson phones.

On the other hand, with **iNav Loaded** users can pay a one-time fee to simply download MapmyIndia iNav on their phone. **Lifetime Navigation for One State Map costs Rs 1190 (all taxes inclusive) and for All India costs Rs 4490 (all taxes inclusive)**. This option is suited for those looking to make a one-time purchase, and those who would prefer to have the maps pre-loaded on their phones without needing to connect using GPRS. iNav Loaded's software is powered by leading US software player, Horizon Navigation.

Availability

iNav can currently be purchased from MapmyIndia directly, either online (www.mapmyindia.com) or by calling MapmyIndia Customer Care (011-4600 9999, +91 9999 333 223/4). iNav will soon be available in mobile phone and consumer electronic outlets across India, in the footsteps of MapmyIndia Navigator which is already available in car dealers, car accessory dealers and consumer electronics stores across India.

About CE Info Systems and MapmyIndia

CE Info Systems (P) Ltd., a New Delhi-based ISO 9001-2000 Company founded in 1992, is India's leader in premium quality digital map data and consumer navigation services. Since 1994, through continuous field surveys and state-of-the-art mapping technology, the company has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust and reliable navigable map dataset for all India. MapmyIndia is driving the Indian navigation industry by providing internet, mobile and in-car navigation products to end consumers directly as well as in partnership with leading international and national players. The company has been providing GIS based enterprise solutions to over 500 leading corporate and government organizations in every vertical. In 2004, MapmyIndia was short listed by NASSCOM as a showcase company for IT innovation in India. Most recently, 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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