

# iNav's street maps on mobile

**By OUR CORRESPONDENT**

**Bangalore, May 12:** Digital map data provider, MapmyIndia, has launched Global Positioning System (GPS) navigation solutions for mobile phones.

Some GPS phone models in the country already come loaded with maps. However, the firm's solution, called iNav, offers more detailed maps, down to the street level in some cities, Mr Rakesh Verma, the company's managing director, said on Monday.

The iNav will utilise the phone's GPS feature to locate a destination and also suggest the shortest route to it.

IDC analyst Mr Deepak Kumar, however, says such services are supply-driven rather than demand-driven.

"The ecosystem for location-based services was in bits and pieces in India but might fall in place now," Mr Kumar observed.

The subscription service, called iNav Connect, is compatible with platforms like Symbian S60, UIQ, Blackberry or Windows Mobile.