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# Mobile to help you navigate through the geo labyrinth

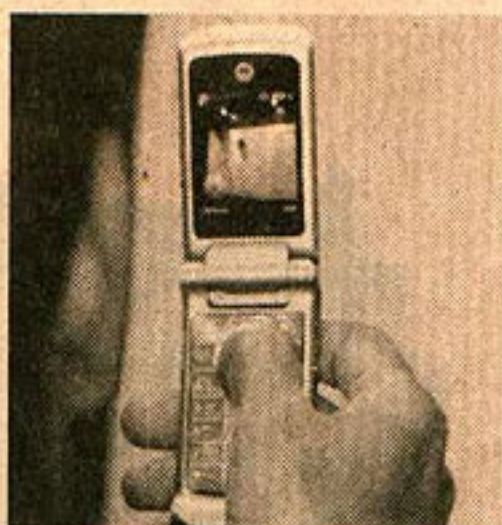
BS REPORTER

Bangalore, 12 May

New Delhi-based CE Info Systems Private Limited, a provider of digital map data and consumer navigation services under its flagship brand 'MapmyIndia', has launched the iNav global positioning system (GPS)-based navigation solution for mobile phones.

iNav provides 'turn-by-turn' graphical map guidance supported by voice instructions to a mobile phone user till he reaches his destination. Speaking to reporters in Bangalore on Monday, CE Info marketing head Rohan Verma said, "India is the second largest growing mobile phone market in the world. Presently, over half-a-million hand-sets in the country are GPS-enabled. But a majority of handsets either do not have maps or only feature basic maps. We want to address this shortcoming by providing quality maps that will help mobile users travel from one point to the other without seeking help from passersby to locate an address."

The company has launched iNav in two categories — iNav



Connect and iNav Loaded. With iNav Connect, users can subscribe to monthly or half-yearly services at Rs 249 and Rs 1,190 respectively.

iNav Connect cards will be sold at all mobile phone stores and retail chains as scratch cards which enable street-level navigation in 18 major cities including the National Capital Region, Mumbai and Bangalore. With iNav Loaded, a state map can be downloaded for Rs 1,190 and country map for Rs 4,490.

Verma said the company is engaged in discussions with mobile handset manufacturers for producing handsets pre-loaded with maps. This apart, the company is also exploring the possibility of garnering revenues from advertisements displayed during navigation.