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MapmyIndia unveils navigation solutions for mobile phones

Our Bureau

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MapmyIndia, provider of digital map data and consumer navigation services, has launched iNav, its GPS navigation solutions, for mobile phones.

iNav offers maps and navigation software for GPS phones at various price points. Earlier, the service was available only on the Internet, car devices, and BlackBerry phones.

The service helps locate where you are, where you are headed, provides turn-by-turn graphical map guidance and also helps you search for a locality, street or point of interest.

Mr Rakesh Verma, Managing Director, MapmyIndia, said: "Our vision is to make maps and navigation recognised 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."

iNav claims to have coverage across the country including 2.8 lakh points of interest such as ATMs, restaurants, petrol pumps, 55,000 towns and villages and landmarks in 150 cities along State and national highways. It also claims

to cover 18 major cities – with detailed street, by-lane, locality, sub-locality and other points of interest.

The service is priced at Rs 249 (for one month, all India), Rs 1,190 (for six months, all India / lifetime navigation for one state map), and Rs 4,490 (for all India lifetime). The service, with its price points, is aimed at mass market adoption, said Mr Rohan Verma, Head- Marketing, MapmyIndia.