

MapmyIndia launches navigator device in Punjab

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MAPMYINDIA today launched the MapmyIndia navigator- an in-car All India GPS (Global Positioning System) device in Punjab.

This hand-held device is pre-loaded with detailed maps of 174 cities including Chandigarh, Panchkula, Mohali, Ludhiana, Amritsar and Jalandhar.

The wireless device pinpoints the users' exact location on a digital map and leads them to the destination with voice guidance. The device shows in real time where the traveller is and the direction in which he is headed. It also provides turn-by-turn voice and map direction to the destination.

The touch screen device also comes up with the shortest possible route to a place after accepting instructions to avoid a certain road or area. It also has informa-



Rakesh Mehta, MD of MapmyIndia, launches the GPS navigator device in Chandigarh on Thursday. Jaipal Singh

tion about points of interest such as ATMs, restaurants and hotels, which can then be searched by using this device. It also acts as a multimedia device to watch movies, photos or listen to music and even as an address book.

The memory offered is 1GB, which can be increased up to 2GB. It has a battery life of 30-40 minutes. "The aim is to provide

a sense of security and comfort to our consumers. We want to provide India's most comprehensive maps to people," said Rakesh Verma, MD, MapmyIndia.

Two models of the device are being launched priced at Rs 20,900 and Rs 17,990. The device is available at General Motors and Ford dealerships, car accessory outlets.