

Warning at wrong turn

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The company is partnering with automobile companies, handset and personal navigation device manufacturers, software providers, mobile operators, Internet portals and retail and distribution networks of cars, car accessories and consumer electronic products to provide the service.

“The next couple of years will see a huge increase in adoption of GPS-based navigation devices and services. We will continue to provide comprehensive and high-quality maps to drive this industry,” promises Rakesh Verma, the managing director of MapmyIndia. The rest of the state will be incorporated later and one can drive from Calcutta to Darjeeling on GPS navigation.

If the driver takes a wrong turn, the voice aid (soon in Hindi too) sounds a warning, while prior intimation is given of any turns, with the precise distance, to the metre. If the driver is looking for a specific service or utility he/she simply needs to feed it on the screen.

“The device could prove to be a boon for outstation IT professionals migrating to Calcutta,” adds Daga.