

PRESS RELEASE

MapmyIndia launches Smart Mirror, the smart convergence-navigation device

- **Single piece navigation, rear-view system and reverse camera screen**
- **Gels with car interiors like an OEM fitment**
- **Assisted driving experience with India's best maps**

New Delhi, February 21, 2014: MapmyIndia, India's leader in digital maps, GPS navigation and location based services (LBS), today announced the launch of a smart convergence device – The MapmyIndia Smart Mirror. The device, a smart in-car travel companion, merges navigation and rear view functionality in a single piece. MapmyIndia Smart Mirror will make navigation more convenient than ever before.

MapmyIndia Smart Mirror is a navigator which is also a rear view mirror and doubles up as reverse camera screen. Powered by India's best maps the product features the MapmyIndia Navigator seamlessly merged with a rearview mirror to offer assisted driving experience.

"We have always endeavored to introduce products that not just are great navigation gadgets but also offer a bundle of features that are useful while travelling, beyond navigation. I am sure that MapmyIndia Smart Mirror will be well liked by the consumers for not just being a great navigation product but also for its ease-of-use and aesthetic appeal," says Rakesh Verma, Managing Director, MapmyIndia

A hassle-free, assisted driving experience

There is no distraction while driving. To navigate all one has to do is look at the rearview screen. Travelers will be able to experience the 3D augmented reality experience as never before. A real-time visual verification will happen as the 3D image on the navigator will super-impose the actual landmarks as they pass them. And so would the ground contours change on the 'Smart screen', highlighting the diverse landscape as they traverse this vast country.

Aesthetically merges with car interiors like OEM fitment

The MapmyIndia Smart Mirror conveniently clamps on to the existing rear-view mirror slot. The interior wiring ensures that the device seamlessly gels with your car's interiors like an OEM fitment, while smartly replacing your dumb rearview system.

Powered by India's best maps

The device is powered by India's most accurate MapmyIndia maps' latest version 8.1. These also India's

MapmyIndia Smart Mirror

- **MapmyIndia Navigator seamlessly merged in a single piece with rear-view mirror**
- **Gels like an OEM fitment** - Could be easily clamped on to the dumb-rear view mirror slot.
- **Reverse camera compatibility**
- **You can load movies, pics and music onto the device and pair it with Car AV system**
- **Pair the device with your cell phone to take hands-free calls**

Powered by MapmyIndia Map version 8.1

- **India's best maps**
- **Voice guidance in 9 regional Indian languages**
- **Maps for 10 cities in Hindi** (which displays the map in Hindi language)
- **Unique destinations (Points of Interest)** 10.54 million
- **House/Building level navigation** for 52 cities
- **3-D landmarks** and 2-D building foot prints across 66 cities*
- **Road network coverage** - 2 million kilometers of attribute rich road network with advanced information like multiple names, road classification one-ways, turn restrictions, divider, service lanes, roundabouts, flyovers, tolls, slip roads, ramps and much more.
- **Points of Interest** with multiple categories supporting travel related to tourism, business, week-end entertainment, daily needs etc. Download POI category list
- **Sign-posts** (which major landmarks, localities and cities lie in the direction of upcoming turns),
- **Day-time based turn restrictions** (based on time and day, whether the particular road is 2-way or one-way in a particular directions) and
- **Junction views** for easy navigation at complex junctions
- **Via point feature** - Find all major tourist spots in the city and create your own itinerary using the 'via' points feature
- **Geopix images**
- **Tourist guides** for 10 destinations
- **Text- to-speech**
- **Visual & Audible lane guidance**
- **Audible sign post**
- **Speed limit warning** – Audio-visual signs warning to indicate speed limit has been crossed
- **Ferry Guidance available** – The software guides the user to take a ferry

most localized maps with voice guidance in 9 Indian regional languages and maps for 10 cities in Hindi text. The users get India's most comprehensive, exhaustive, detailed and updated coverage with – 10.54 million unique destinations (Points of Interests), expanded coverage of over 2 million kilometers road network, 6028 cities at street level with house address level data for 52 cities, 600000 villages and 3D & 2D landmarks in 88 cities

Availability and price

MapmyIndia Smart Mirror has been priced at Rs 15,990 and is available across all the major centers like Delhi NCR, Chandigarh, Lucknow, Kanpur, Mumbai, Bangalore, Chennai, Hyderabad and Kolkata. Consumers can buy the product all leading electronic Stores and car accessory outlets across the country. MapmyIndia products can be purchased on www.mapmyindia.com/store with the option of Cash on Delivery.

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality digital map data, Navigation, Tracking and LBS products, and GPS & GIS based systems integration services. A New Delhi-based ISO 9001-2012 company founded in 1992, MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated navigable map dataset for all India. MapmyIndia offers users interactive maps, direction, nearby search and navigation apps on mobile (Android, iOS, Windows Phones, Windows 8, Mobile Web) and web on <http://www.mapmyindia.com>. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations. MapmyIndia is backed by leading high-tech and private equity firms, such as Qualcomm Ventures, Kleiner Perkins Caufield & Byers (KPCB), Sherpalo Ventures, Nexus Venture Partners and Zenrin Co. Ltd.

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