

PRESS RELEASE

MapmyIndia expands its rear-seat car entertainment product portfolio; launches universal car headrest systems - UHMP 900 and UHMC 901

- One of the few brands offering 9' screen
- Built-in DVD player, USB & SD Card slot
- Multiple color covers (Black, Grey and Beige) to match most car interiors
- Hi-Fi speakers

New Delhi, September 5, 2014: Continuing with its initiatives to make travel a more pleasurable and productive experience MapmyIndia, India's leader in premium quality map data, Car GPS Navigation, GPS Vehicle Tracking, GIS Enterprise Solutions and Location Aware Web and Mobile Applications, has launched UHMP 900 and UHMC 901 the universal car headrest systems. These high quality packages offer a DVD player (compatible with all popular formats) and two 9' TFT monitors that are supported by hi-fi speakers to keep the rear seat passengers engaged and entertained.

"I feel that in many cases the rear-seat passenger gets a bit of a raw deal. The fancy instrument cluster, the full featured touch screen, the on-steering controls etc. are at the disposal of the driver or his co-passenger. With MapmyIndia UHMP 900 and UHMC 901 system we have smartly put him into the driver's seat (metaphorically speaking). After all he has earned that place in the car. This unit is perfect for any family looking to purchase a rear seat entertainment system," says Deepro Ganguly, Head – Marketing & Communications, MapmyIndia



MapmyIndia UHMP 900 comes complete with a pair of headrest pillows with each one having a 9' TFT screen built-in at its back. The product seamlessly gel in with your car interiors, even adding to the in-car aesthetics as a sleek OEM fitment. It comes with adjustable headrest pole diameter for a universal feel. These come in Black, Grey and Beige colors to match most interiors.

MapmyIndia UHMC 901 is a pair of 9' TFT screens that are clamped to the front-seat headrests. Compatible with most of car models, the product sports a smart design and makes for a desirable addition to the car interiors.



The UHMP 900 and UHMC 901 comes equipped with a USB & SD card slots, PAL & NTSC auto switch, full feature remote control and offer one of the best gaming experience. The large size HD screen ensures that you get the best picture quality while on the move. There is screen on each headrest form a master and a slave unit where each of the rear seat passengers has a screen to himself. This ensures that both enjoy favorite shows conveniently without having to shift positions.

The UHMP 900 and UHMC 901 have been priced at INR 16,990 and INR 22, 990 respectively. These are 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 Car Showrooms and car accessory outlets across the country. It can also be purchased from <http://www.mapmyindia.com/store/universal-car-headrest-monitor-900-buy-and-review> with the option of Cash on Delivery.

Technical Specifications

- 22.9cm (9") TFT screen (2 nos.)
- 2 A/V input, 1A/V output
- 16:9 aspect ratio
- 800x480 resolution
- 12V DC Power supply
- Built-in stereo speaker
- DVD Player can support VCD/SVCD/CD/MP3/MP4/ GAMES Wire games stick/USB/SD/MC/MMS
- MMC, MS & USB slot
- Built-in game function (optional)
- Black, Grey, Beige color selection
- Perfect outline design
- Dimension: 265mm X 226mm X 139mm

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality map data, Car GPS Navigation, GPS Vehicle Tracking, GIS Enterprise Solutions and Location Aware Web and Mobile Applications. This year, 2014, MapmyIndia is celebrating 10 glorious years of bringing the benefits of maps and location technology to consumers, businesses and governments in India. 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 has been at the forefront of leveraging the advent of mobile communications and internet by introducing numerous consumers focused mobile Apps and location based services in the SNT (Social, Navigation, and Tracking) space. Most recently, MapmyIndia has launched **NaviMaps** – India's most powerful and advanced FEREMIUM, Offline 3-D navigation app with house number data and live traffic information. The app is available for download on both iOS and Android platforms. MapmyIndia is also a leading e-retailer, offering users a range of GPS navigation, tracking and entertainment systems on www.mapmyindia.com/store with Cash on Delivery options. Continuous innovation in product development has led to MapmyIndia receiving many awards and recognition from media and industry, including a recent citation in the Harvard business Review for its customer funded business model. 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, Lightbox Ventures, Nexus Venture Partners and Zenrin Co. Ltd.

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<http://www.mapmyindia.com>