

**PRESS RELEASE**

## **MapmyIndia launches powerful, new Lx340 Navigator at attractive price**

- **Lx340** premium 4.3-inch wide-screen navigation & entertainment device for Rs 8990
- Powered by **Don't Panic** software, a brand new, fast, smart & easy to use GPS navigation interface and **India's best 3D and house-level maps** from MapmyIndia

**New Delhi, 11 February 2013:** MapmyIndia, India's leader in digital maps, GPS devices, location apps and GIS solutions, today announced the launch of **Lx340**, MapmyIndia's new Navigator (portable in-car navigation and entertainment device) which comes with a wide 4.3-inch touch screen, an elegant matte-black finish, entertainment features (for playing music, movies and photos on the go), and **Don't Panic** software, a brand new, fast, smart and easy to use GPS navigation software interface, powered by India's best 3D and house-level maps from MapmyIndia. The Lx340 satellite GPS navigator is priced extremely attractively at Rs 8990 (one-time cost only) with no recurring usage charges and no dependence on Internet and mobile network for navigation.

### **MapmyIndia Navigator Lx340 Features**

- India's best, richest, most accurate, detailed, comprehensive and updated maps
  - Door-to-door navigation to house addresses in 39 cities
  - 7.08 million points-of-interest across various categories
  - 4,551 cities at street level with localities, streets, landmarks
  - 5,79,000 towns and villages connected by complete highway network across India
  - 3D landmarks across India and 2D building footprints across 36 cities
- Brand new, fast, smart, easy to use Don't Panic GPS Navigation software interface
  - Instant Route calculation and Re-routing feature to keep user on track all the time
  - Powerful, easy to use Single-line Search to find any place easily
  - Safe, smart Visual & Audible alerts for Lane Guidance, Over-Speeding & Road Signs
- Best-in-class GPS hardware and tech specs:
  - Industry-leading SiRF V GPS chipset with robust automotive-grade Windows CE 6.0 OS
  - Matte-black finish, Dimensions: 118x82x12.5mm, Net weight: 124 g
  - In-built 2GB storage with expandable SD card slot up to 8GB (for movies, music, photos)
  - 950mAH rechargeable lithium battery rechargeable li-polymer
  - 4.3-inch (10.9 cm) LCD touchscreen Display with 480 x 272 resolution

**Shivalik Prasad, Executive Director, MapmyIndia**, says, “With Lx340, we’re making available to all car owners in India, a powerful and premium GPS navigation and entertainment experience, at a very affordable and attractive price point. We’re excited to further accelerate the strong proliferation of in-car GPS navigation systems in India and power every car in India with a MapmyIndia product in the coming time, and will continue to innovate and invent new products and technologies to deliver the best navigation and driving experience to Indians.”

MapmyIndia Navigator Lx340, along with MapmyIndia’s entire range of car navigation and entertainment system, will be available through MapmyIndia’s extensive network of over 1500 car showrooms and car accessory shops across India. Lx340 is also available for sale online, with cash on delivery option, through MapmyIndia’s online store at <http://www.mapmyindia.com/store>. For more information, consumers can contact MapmyIndia Customer Care at 1800-266-0004.

#### **About MapmyIndia ([www.mapmyindia.com](http://www.mapmyindia.com))**

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality digital map and data, GPS navigation and tracking devices, location apps and enterprise GIS solutions. A New Delhi-based ISO 9001-2012 Company founded in 1992 with over 750 people, 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 navigation and GIS map dataset for all India.

MapmyIndia’s market leading car navigation and entertainment systems, such as its Portable Navigators, CarPad Navi-phablets, and IceNav Indash Systems sell through over 1500 automotive stores in 100+ cities and online at <http://www.mapmyindia.com/store> with options such as Cash on Delivery and Free Shipping. 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 also provides, under its Mappls division, a suite of integrated GIS and GPS enterprise solutions to over 1000 leading government and corporate customers across every vertical, which utilize location to enable their business and functioning. 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), Sheralo Ventures, Nexus Venture Partners and Zenrin Co. Ltd.

MapmyIndia's Managing Director was elected by GPS Business News as the "World's GPS Businessman for the year 2007" and was honored with the 'Technovator of the year 2011' Award by Voice & Data Magazine. MapmyIndia was awarded 'Automotive Product of the Year 2011' by ET Zigwheels Car & Bike awards, the 'Most Popular Geospatial Data Portal in India 2012' at India Geospatial Leadership Forum, and 'Best Mobile Application of the year 2012' by NDTV Gadget Guru.

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**Lx340 Screenshots**



Lx340 - Movies



Lx340 - Music

