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Press Release

MapmyIndia launches In-car GPS navigation for travel anywhere in India

- Real-time turn-by-turn navigation with visual map guidance and voice instructions
- Search and navigate to anywhere in India
 - 55,000 towns and villages connected by national and state highways
 - Important landmarks within 150 cities
 - 2,00,000 tourist and business points of interest in 52 categories across the country
 - Complete coverage of streets, localities, sub-localities, and points of interest in 18 major cities: New Delhi, Gurgaon, Noida, Greater Noida, Faridabad, Ghaziabad, Chandigarh, Mohali, Panchkula, Mumbai, Navi Mumbai, Thane, Pune (including Pimpri Chinchwad), Kolkata (including Bidhan Nagar), Hyderabad, Secundrabad, Bangalore, Chennai

New Delhi, November 5, 2007: MapmyIndia - India's leading navigable map data provider today announced the launch of MapmyIndia Navigator, a Global Positioning System or GPS-based in-car navigation device that promises to revolutionize the way we travel in India. This smart and sleek portable gadget uses satellites to determine your current location. Enter any destination across India, and the navigator will guide you, turn by turn, with visual map instructions supported by voice prompts. It can either be mounted on the windshield or dashboard while driving or carried in hand while sitting in the backseat.

"In countries like India, where roads either don't have names, or road signs are not clearly marked, following directions based on road names or traditional methods can be a frustrating experience. With GPS technology and accurate MapmyIndia maps telling you exactly where to take your next turn, unnamed roads or unclear road signs are no longer an issue. The MapmyIndia Navigator will guide you effortlessly to your destination. It is our commitment to continually keep providing comprehensive and high quality maps to drive this industry." says **Rakesh Verma, MD, CE** Info Systems, the promoters of MapmyIndia.

Key Features

- Real-time, turn-by-turn map and voice guidance to your destination
- Keeps you informed where you are and which direction you are headed
- Distance and estimated time to next turn and final destination
- Quick search to find and navigate to urgent points of interest along the way or near your destination
- Instant auto re-routing in case you miss a turn, blocked roads or if you choose to follow an alternate road
- Detours to avoid specific roads
- Address book to store your favourite destinations (home, office etc.)
- Create and save multi-stop trips, and off-road nature trails
- Movies, music, games and photos on 3.5" colour touch-screen
- Lightweight and pocketable

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The most comprehensive and accurate maps of India

The MapmyIndia Navigator utilizes the most comprehensive and accurate maps of India, provided by CE Info Systems, the leading map data provider for India since 1994. These maps have been created and continually updated by a strong team of map data specialists and 200 surveyors, who have been walking and driving millions of kilometers across India for more than a decade now. They are equipped with sophisticated GPS tools, digital cameras and latest satellite imagery, allowing them to rapidly collect and create highly accurate maps. MapmyIndia maps have been validated by over 500 leading enterprise companies besides thousands of daily visitors to MapmyIndia.com.

Hardware Models

MapmyIndia Navigator is currently available in two hardware models, Delphi Nav 200 and AMAX 06GP5A. Both the personal navigation devices have built-in GPS (SirfStar III), 3.5" colour touch-screen, Samsung 400 MHz processor and additional multimedia features to play movies, music, photos, games etc. Delphi is a world leader in car electronics, and A-MAX is a world leader in design and manufacture of portable digital products.

Availability and price

The MapmyIndia Navigator is currently available with car accessory and consumer electronics dealers in New Delhi, Bangalore and Chennai. The device is also available online through Indiatimes and FutureBazaar, besides MapmyIndia.com. The MapmyIndia Navigator is available for Rs 21,000 in Delhi and Rs 22,000 in other states. This is a one-time cost for the entire navigation-ready product, pre-loaded with complete all India maps and standard accessories such as car and wall charger, windshield and dashboard mount, manuals etc. There is no recurring usage charge to using the product as the GPS signal is free. Travelers can optionally purchase updates to the maps, which will be made available twice a year.

Future Plans

MapmyIndia possesses an acknowledged, unparalleled repository of digital map data for India, covering all 6,00,000 villages and 5,000 cities and towns of India connected by the complete road network (national and within city detailed street network). Based on market demand and requirement, MapmyIndia will release this data in its navigation products and services. Additionally, MapmyIndia will be partnering with leading hardware manufacturers and consumer brands to pre-load MapmyIndia Navigator software and maps on a host of handsets and navigation devices, bringing GPS navigation to the mainstream market.

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About CE Info Systems

CE Info Systems (P) Ltd, a New Delhi-based ISO 9001-2000 Company founded in 1992, is the provider of India's most comprehensive navigable and GIS map dataset that powers location based services such as internet mapping applications, mobile navigation, car navigation, and GIS-based decision support systems. The company has been creating this repository of proprietary digital map information since 1994 through continuous field surveys and state-of-the-art mapping technology. In 2004, the company released its internet maps and directions portal, MapmyIndia.com, and was short listed by NASSCOM as a showcase company for IT Innovation in India. The company has served over 500 leading enterprise customers, and is now offering map, directions and navigation services to consumers.

For more information contact:

White Fish Communications Pvt Ltd

Anil Nagwani: 981268046

Hemant Arya: 9810780153

CE Info Systems Pvt Ltd

Rohan Verma: 9999004967