

PRESS RELEASE

## **MapmyIndia launches Mappls SafeWorld solution for Emergency Response**

- **Advanced integrated GIS & GPS solution enables safety and security of India's populace**
- **Empowers authorities to rapidly respond to incidents of crime, emergency and terrorism**
- **Can be deployed by Police, Fire, Ambulance, Homeland Security, Counter-Terrorism, Defence and Disaster Management agencies**

**New Delhi, 21 January 2013:** MapmyIndia, India's pioneer and leader in digital maps, GIS and GPS, today announced the formal launch of Mappls (pronounced "mapples"), its integrated GIS & GPS enterprise solutions division dedicated to addressing key challenges faced by Indian government agencies and private sector corporates. One of the first solutions from the Mappls division is **Mappls SafeWorld Computer-aided Dispatch (CAD) Solution for Emergency Response**, which empowers authorities to rapidly and effectively respond to incidents of crime, emergency and terrorism in India.

**Mappls SafeWorld CAD Solution for Emergency Response, powered by MapmyIndia**, combines five critical elements, making it India's most advanced integrated GIS & GPS solution:

1. **MapmyIndia's Map Data:** High precision, comprehensive and detailed vector maps of India, with house and building level detail and in full 3D
2. **Computer-aided Dispatch Software:** Efficient software to match call taking, fleet monitoring, dispatch and communication workflow for emergency responders
3. **GPS tracking hardware:** High quality devices which can withstand the environment conditions and communicate effectively
4. **GPS navigation devices:** Effective and connected navigation devices which assist the driver in reaching the incident, down to house level, quickly and precisely
5. **Seamless and intelligent systems Integration:** Seamless integration CCTV surveillance, communication infrastructure and workflow of the emergency responders to ensure to ensure intelligent, efficient end-to-end solution

The **Mappls SafeWorld** CAD solution is an end-to-end solution, which can be deployed, fully controlled and operated by government agencies or corporates, such as:

- Police, Fire & Ambulance
- Homeland Security
- Counter-Terrorism
- Defence
- Disaster Management
- People & Asset Safety

For example, using this solution a city's police department can:

1. Accurately identify on a digital map the address given by the distress caller
2. Automatically identify the nearest (jurisdiction) police station and nearest available and appropriate vehicle (PCR van / 2-wheeler) from where the incident has been reported
3. Automatic communication of the GPS coordinates of the incident to the responding vehicle
4. GPS navigation of the vehicle to the incident site, using house and building level navigation
5. Real time control room monitoring of incident to successful closure
6. Monitor and transparently share statistics with the government and citizens about whether police vehicles and personnel are patrolling assigned routes/locations at assigned times, and also the turn-around-times to ensure rapid and effective response to crime and emergencies

MapmyIndia has pioneered, innovated and led the GIS & GPS industry since 1995, and successfully delivered GIS solutions to over 1000 Indian enterprises, both government and corporate, GPS navigation and tracking systems to over 1,50,000 Indian passenger and commercial vehicles, and web and mobile location-based applications to over 10,00,000 individual users. This rich enterprise experience, combined with MapmyIndia's deep investments and innovation in building cutting-edge digital maps and automotive-grade GPS and location technologies, has positioned MapmyIndia strongly to deliver end-to-end, state-of-the-art, systems-integrated GIS & GPS solutions.

"We started MapmyIndia in 1995 with a mission to digitally map all of India, and bring the immense benefits of digital maps to governments, corporates and individuals across India. The current social, political and business environment in India, poses both challenges as well as opportunities to Indian governments and corporates – that of ensuring the safety and security of our people, and of delivering inclusive growth and making our economy vibrant again. We strongly believe that the

Mappls suite of integrated GIS & GPS solutions, powered by MapmyIndia maps and technology, will empower authorities to improve safety of citizens and respond to criminal and terrorist activities, enable governments and corporates to plan and executive measures for inclusive growth, and help citizens transparently monitor and hold authorities accountable to delivery safety and progress to India. We look forward to working closely with government agencies and corporates in deploying these solutions for a better tomorrow” says Rakesh Verma, Managing Director, MapmyIndia.

MapmyIndia also offers the **Mappls VibrantWorld suite of integrated GIS & GPS solutions, to enable growth, development, increased efficiency and improved performance** by empowering industry verticals and government functions such as:

- FMCG, Retail & BFSI
- Telecom & Infrastructure
- Transportation & Logistics
- Urban & Rural Development
- Utilities, Oil & Gas
- Travel & Tourism

More details about the Mappls suite of solutions are available at <http://mappls.mapmyindia.com> and through email at [mappls@mapmyindia.com](mailto:mappls@mapmyindia.com).

#### **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 honoured 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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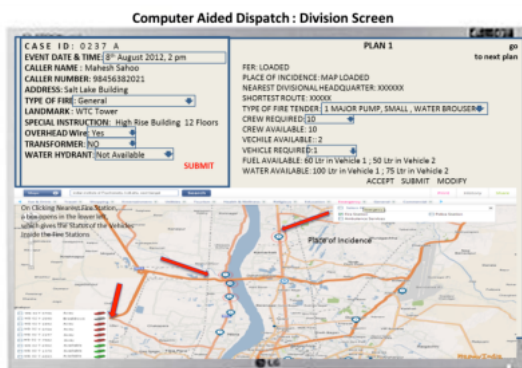
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<http://www.mapmyindia.com>

**Mappls SafeWorld Computer-Aided Dispatch (CAD) solution for Emergency Response, powered by MapmyIndia**



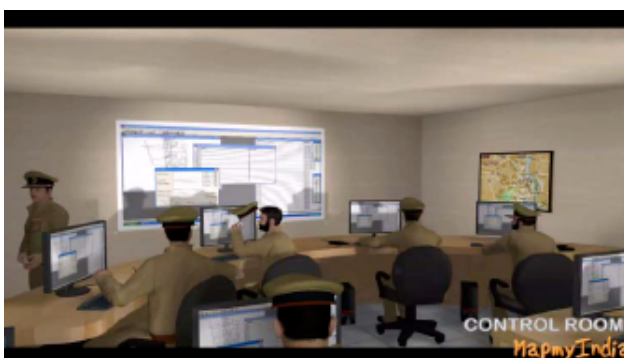
Accurate 3D, House & Building-level Street Maps



Fleet tracking, dispatch & monitoring



In-vehicle accurate navigation to incident with voice guidance in local languages



Integrated location aware control room