

MapmyIndia

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PRESS RELEASE

MapmyIndia launches Buzz, the ideal rear-seat companion for a Smart/Connected Car

- Customized User Interface for the best Smart Car experience
- Connected device pre-loaded with India's best Social location apps
- Complete productivity, entertainment and navigation package

New Delhi, August 4, 2014: Video chat, watch movies, social network, email, navigate and much more, on the go. Buzz, the new device from MapmyIndia, India's leader in digital maps, GPS navigation and location based services (LBS), is your ideal rear-seat companion! The 7" android device offers comprehensive work and play solutions for car travelers (rear seat and beyond).

"MapmyIndia has been at the forefront of offering enabling solutions for the smart/connected car combining, entertainment, productivity and navigation. We want to empower Indians with a choice to utilize their travel time the way they want to. With MapmyIndia Buzz they can reach out to friends, keep on working or just have fun, making travel a more gratifying and fulfilling experience," says Rakesh Verma, Managing Director, MapmyIndia

Customized User Interface for the best Smart Car experience

MapmyIndia Buzz sports an intelligent UI that can be customized for your specific needs. At a glance you will be updated on the key information on the move. The home screen can be set to provide Location based information of your choice like weather, news and recommendations, Points of interest - POIs (ATM, Restaurants, Hotels, Chemists etc.), speed alerts etc. The device will also keep you updated with your current location.



Social Location Apps (Pre-loaded)

Buzz offers a comprehensive interactive experience. It comes pre-loaded with MapmyIndia's Social Location apps – Locate, Explore, ReachMe and MapmyIndia Maps. These apps allow users to track, interact, follow, discover new places, endorse places visited, organize parties and do other fun things with your friends.



Applications like Locate and ReachMe enhance travel safety and security as they allow you to share the journey's progress and be live tracked by your friends and family (on permission basis). The package also offers SoS message to be sent along

with your location coordinates to selected contacts in case of an emergency. This can be a life saver and a big comfort to those who are concerned about your safety and well-being.

Best of connected and convergence

Buzz offers the best of connected and convergence features that ensures seamless transition from static (in-home) to a dynamic (in-car) environment. MapmyIndia Buzz is equipped with WiFi and can be powered by an internet hot-spot – anytime, anywhere through your smart phone or an internet dongle/router.

Now you don't have to worry about that message or that post/picture you wanted to upload on Facebook, while getting out of the house/office. Step into your car and MapmyIndia Buzz will take over

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from there, have fun, discover new places, chat with friends, play online games or just watch a movie, there won't be a dull moment while you are on the move.

Buzz is a good looking device!

Sleekly designed in black matt finish, Buzz is a sophisticated compliment to your car interiors. The custom-made rear-seat mount-kit holds the device is securely in place for comfortable access/viewing at the back-seat. MapmyIndia Buzz comes with a large 7' capacitive touch screen which is smooth and easy to navigate and offers high quality viewing experience. This makes your travel more productive and enjoyable.

Best-in-Class Navigation Experience

The device is powered by India's most accurate MapmyIndia maps' latest version 8.1. These also India's most localized maps with voice guidance in 10 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, 7068 cities at street level with house address level data for 80 cities, 600000 villages and 3D & 2D landmarks in 86 cities

Availability and price

MapmyIndia Buzz has been priced at Rs 17,990 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 Car Showrooms and car accessory outlets across the country. MapmyIndia products can be purchased on www.mapmyIndia.com/store with the option of Cash on Delivery.

Technical Specifications

- **Enterprise grade GPS Chipset**
- **Display: 17.8cm (7 inch) TFT LCD Screen**
- **Processor: ARM Cortex-A7 Dual-Core**
- **Operating Systems: Android 4.2**
- **Connectivity: Wi-Fi 802.11 b/g (External 3G Dongle); GPS Connectivity**
- **Dimension: 181.6 x 120.9 x 10.6mm**
- **Other Input/Output: Micro USB**
- **Memory: 8 GB; Micro SD Card Slot (Upto 32GB)**
- **Earphone jack : 3.5mm**
- **Charger : 2.5mm DC-In**
- **Camera: 0.3M pixel Front Camera**
- **Battery: 3.7V Lithium Polymer Battery**

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. 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

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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>