

Initiative Targets Greater Connect with Consumers; Establish One Brand Across Product Categories

SatNav Technologies, pioneers in GPS navigation in India since 2005, today launched their mascot “SatGuide” for a range of products and services based on GPS technology.

The idea behind the “SatGuide” mascot was to show the ease with which the technology can be used in everyday lives hence saving time and petrol while hunting for various places across India. The mascot will help SatNav Technologies establish a very strong connect of its products & services with its target audiences. People in India have an incorrect perception that they can ask the auto-wallah or the paan-wallah on the road and don’t need a device. The fact is that when we ask around for routes as we are traveling, wrong inputs are given often and lots of valuable time is wasted. The safety is at risk too. SatGuide’s mascot is the friendly guide, SatGuide, which will give accurate directions to everyone’s destination, will help them save time, improve efficiency, safety and security.

“India has a potential to become the leading destination for multinational GPS companies in Asia, but there is clearly a lack of awareness about the benefits one can obtain from this technology. We believe that the “SatGuide” mascot is an initiative that will provide a greater connect with our consumers with better awareness about GPS technology and its applications. Don’t stop to ask for directions anymore, save time and get precise routes every- time,” said Amit Prasad, Founder and CEO, SatNav Technologies.

SatNav Technologies is a pioneer in GPS technology in India and offers a wide range of products and services. Over the years, SatGuide (www.satguide.in) has introduced various navigation products like PND, PDA, mobile software and laptop/desktop software, SatTracx Locator services and loggers under the brand name SatGuide.

SatGuide products provide high-performance GPS Navigation solutions for a range of applications whether it is GPS for Car Navigation or Mobile, with the highest street coverage spanning 628 cities and a staggering 2 million points of interest in these cities.

Major cities are constantly updated by survey and customer feedback, and an additional 200 cities have been added since the previous version of maps. The points of interest are arranged in 42 different categories like airlines, airports, ATMs, among others, for the convenience of the user.

SatNav Technologies has constantly grown and bagged prestigious awards, including the Computer Society of India Award 2002, the Nasscom Innovation Showcase 2005, the Microsoft India Innovation Award 2006, the Red Herring Top 100 in Asia Award 2007, the Tech Innovator Award by EMRI in 2008, among others, and is a demonstration of its capabilities, innovation, and contribution to the industry and its area of expertise.

URL: <http://news.gpsfaq.com/details.aspx?item=1051>