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SatNav Technologies Gets Mascot For its Products

SatNav Technologies has launched a mascot for a range of products and services based on GPS technology. The idea behind the "SatGuide" mascot was to create an image for SatNav Technologies and its many GPS based products and services.

"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 technology and this is proving to be a deterrent. 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," 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, SatTrax Locator services and loggers under the brand name SatGuide.

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.

URL: <http://tech2.in.com/india/news/general/satnav-technologies-gets-mascot-for-its-products/113902/0>