



SatNav's Live Traffic Smartphone app launched

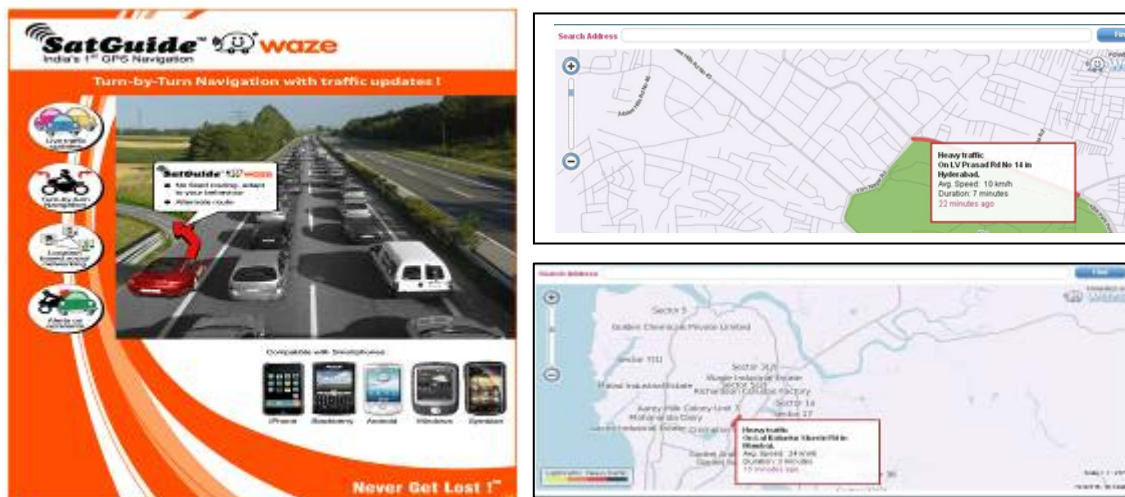
Over 15,000 users already contribute data and tips

27th April 2011, Hyderabad – SatNav Technologies, pioneers of GPS in India since 2005 and market leaders today, recently partnered with Waze Inc. of Israel for a product that offers FREE Navigation, LIVE traffic updates all through the day, and social networking features which offer rewards for daily driving.

The company today announced that the Smartphone app for Live Traffic is now officially available for users and that the user base was growing rapidly in the short time that it has been under beta-testing. SatGuide-Waze now has over 15,000 users who have logged in over 175,000 times, offering co-commuters live information for traffic info all over the country. Today the company knows which roads are jammed at what time of the day anywhere in India and which routes to avoid. In addition, users have reported 380 accident alerts, 1400 hazard alerts, submitted 9200 traffic reports, 1460 police reports and 2900 chat chats!

SatGuide-Waze gives users power to know the exact traffic situation before they start from their office, helps save time and fuel as long as there is someone else also on the same route who is automatically reporting his data. The routing suggested automatically avoids traffic routes and dynamically changes too in real time, its not static navigation. The free application can be installed on all iphones, Windows, Symbian, Android and Blackberry phones, millions of which are sold in the country.

"The innovation can help solve the most important problem in the country, that of traffic, and give citizens a way to beat it, ensure they Never Get Lost, in the wilderness or in Traffic" said **Mr. Amit Prasad**, Founder & MD, SatNav Technologies



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About SatNav Technologies

Incorporated on January 9, 2004, SatNav Technologies is a pioneer in GPS Navigation since 2005, Market leader today. SatNav's products include an immensely popular GPS Navigation Product SatGuide available at hundreds of stores all over the country including leading retailers like Croma, EZone, Reliance, ABRL, Staples among others - that is helping customers "Never Get Lost!". Variants include Navigation solutions for dedicated navigation devices, PDAs, Phones, Laptops, Desktops, SatGuide Logger among others. Also in SatNav portfolio are unique products; a Business Infrastructure Management System, a-mantra; and an online directions portal Roadsofindia.com, SatTrax Locator for mobiles, Child Phone as well as Personal Trackers and now Live Traffic Info.