



SatNav bets big on Personal Tracking & Live Traffic Info

Launches Child Phone, Personal Trackers & Free Navigation with Live Traffic Updates

Dec 29th 2010, Hyderabad – SatNav Technologies, pioneers of GPS Navigation in India since 2005 and market leaders today, announced a range of exciting new products focused on the Personal Tracking and Live Traffic Information market. What would be immensely interesting to consumers is that most of these products are available for a nominal monthly charge to all those who already own Smart phones!

Announcing their tie up with Waze Inc. of Israel, SatNav said that **SatGuide-Waze** application is being launched in India with the vision to work in cooperation with smart phone users across the country to create a live driving map, providing users with the real-time road intelligence they need for better everyday driving. Waze has been launched in many countries around the world and is funded by leading VCs.

Map and traffic updates are automatically collected and generated as users drive with SatGuide-Waze activated, but drivers can also actively report and update other users with what's happening on the road including accident alerts, police patrols, weather hazards, sales / offers and more. And the best part? Because the map and all of its content is driver-generated, SatGuide-Waze is completely free for users.

Other Personal tracking products launched include a cutely styled **SatGuide Child Phone** for anxious parents who don't want to give full fledged phones to their little ones for fear of misuse of the texting or calling features, but would still like to have a convenient way to track or talk to them in emergencies. The SatGuide GPS Child Phone only allows the parent's number to be dialed and can receive calls only from the parent's phone. Parents can also set up GPS Geo-fence with alerts the moment the phone moves out of the area. Tracking is possible when visible to sky or when inside buildings too, by using the Cell Tower network.

Another device suitable for tracking a Car or its driver is a matchbox size **SatGuide Tracker** unit which can be carried in a pocket or installed in a vehicle on any magnetic surface. Other features of the SatGuide GPS Tracker include an SOS option, Low battery indicator, ability to track indoors, geo-fence setup and also a 'listening' option for stealth monitoring. The location can be got by calling, SMS or on the internet.

"Our company has always maintained its focus on the consumer market and constantly offers high end products in GPS and related domains. Our partnership with Waze empowers Live Traffic Info on smart phones solving a big pain area for consumers. Innovative products offering Children and Employee tracking are also filling a much needed void in the market" said **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, SatTraxx Locator for mobiles and now Child Phone as well as Personal Trackers.