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Company releases Ver 8.0 maps and strengthens presence in the North

New Delhi, January 8, 2010 – SatNav Technologies, the pioneers in GPS Navigation in India since 2005 and market leaders by far, today launched their latest device, SatGuide Moov200 3.5” Entertainment device with Navigation. The product was unveiled at a glittering function held at a city hotel, attended by over 200 sales and business partners of the company. The device is sleek and unique as it has video, audio and photo features—a first among other products in its category. The product has SiRF StarIII GPS chipset which comes with Instafix technology helping locate the position in the shortest possible time. With a 2GB memory and its ability to play all file formats, this device stands out among all products sold by players in the Indian market today.

The new addition to the family comes with SatNav’s Ver 8.0 maps released today, which boast of highest street coverage spanning across 628 cities and with whopping 2 million Points of Interest. 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 POIs are arranged in 42 different categories like Airlines, Airports, ATMs etc for the convenience of the user. SatNav intends to continue this

Competitively priced at just Rs 13,990, SatGuide Moov200 device will be extensively sold through their distributors such as Gras Impex, Galiakotwala and also be available at major Large Format Retailers (LFRs) like Car Plus, Xcite, Jumbo, Gizmos, Croma, EZone, Reliance Digital, Autozone, Staples etc., across the country. SatNav has recently strengthened its presence in the North with a dynamic 10 member sales team, headed by the President of Sales - Surinder Saini who leads their All India Channel Sales. At the same time, they have also setup a strategic alliance with a strong distributor Gras Impex to further strengthen their presence across the country. This dedicated sales team will be based out of the Delhi office of SatNav.

Speaking at the launch Amit Prasad, CEO, SatNav Technologies said “SatNav strongly believes in innovation to develop economical and efficient products which cater to the needs of the Indian consumers, bringing savvy Moov200 Entertainment device which also offers GPS Navigation is another step in that direction. We have over 100 leading stores selling our products in each metro city today and we look forward to further ramp that up in the coming months.”

Hardware

CPU Samsung

GPS Chipset 20-channel SiRFstarIII

RAM / Memory 32+ MB minimum / 2 GB

Memory Slot SD/MMC (Compatible)

Color Display 3.5" TFT with Touchscreen

Resolution 320 x 240 Pixels (WQVGA)

Display Orientation Landscape

Battery Un-swappable rechargeable Lithium battery cell

Battery Capacity 720 mAh

Battery Life Up to 2.5 Hrs

USB Yes (V 2.0)

Speaker Yes

Earphone Jack N/A

Depth 17.7 mm (0.7")

Width 98 mm (3.8")

Height 84 mm (3.3")

Weight 145 g (5.11oz)

Software

Navigation software & Maps SatGuide Navigation software & Maps

Video Player .mp4/.mov/.avi/.3gp/.asf/.wmv

Audio Player MP3/WAV/WMA

Picture Viewer .jpg/.jpeg/.gif/.bmp

About SatNav Technologies

Incorporated on January 9, 2004, SatNav Technologies is an ISO certified IT Products Company that is a pioneer in GPS Navigation products. 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 dedication 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, among others.