

### **SatGuide Welcomes free navigation from Nokia with open arms**

The opening up of Navigation software for all Nokia phones will make other Phone OEMs move from their fence-sitting strategy and work out a focused plan for maps & navigation. SatGuide offers maps with navigation software to all Phone OEMs and most of them have been worried about the Bill of Material (BOM) cost addition even though our pricing is the most competitive. As a result in some models it is bundled but in many other models it is only an optional add on which mostly is not communicated well enough to the consumer at the point of sale, enough to make him buy it separately from the phone. Net effect is that consumers are being deprived of the great value add that their smart phones can offer. We hope this will now change, and our phone navigation software and maps business will therefore pick up even more since Nokia's handset competitors should not buy maps from their mapping company and should prefer partners like us leading to higher sales in this segment.

[URL:http://www.businessstandard.com/india/search\\_news.php?search=%20nokia&select=keyword](http://www.businessstandard.com/india/search_news.php?search=%20nokia&select=keyword)