

SatNav Technologies geared for 100% market shares of Window's phones

SatNav Technologies, the market leaders of GPS Navigation in India has geared up to grab a major market share in Window's™ phones and have tied-up with major Windows phone dealers as their partners. **All the dealers of Asus, i-mate, HP and HTC** bundle the SatGuide maps as a key value add with various phone models for the customer and sell them in the Indian market.

With this tie-up SatNav Technologies will extend their map data to all Windows™ phones present in the market. The software is bundled with phones like **Asus P527, P750, i-mate Utl 8502, 9502 and HP**. Now, the software will also be bundled onto HTC's™ high end mobile phones like **P3470** and will be sold in all stores across India. However, Users purchasing **HTC Diamond** can avail this GPS service for an additional cost of **Rs. 300**. Depending on the demand gradually for the value add function, the company will bundle it with all the models which are to be launched in the future.

SatNav has been consistently forging newer partnerships and now with these tie-ups company will surge further ahead as the market leaders in the Window's™ phone market. "SatNav has always been venturing into new and innovative horizons when it comes to GPS. Presence of SatGuide maps on all the prominent Window phones is a definite advantage for SatNav Technologies as it will give us an edge over all our competitors by securing 100% shares of the Window's™ phone market. Customers purchasing any of these models will get a hands-on experience of our service," said **Mr. Amit Prasad, Founder, CEO & MD of SatNav Technologies**.

SatNav has a multi-pronged strategy to not only grow the GPS market in the country but emerge as the leading player in the process. It aims to gain from the first mover advantage it has since the time it developed navigation systems in 2002 and commercially launched it in 2005.

About SatNav Technologies:

SatNav Technologies an ISO certified IT Products Company that pioneers in Navigation, Intelligent Transportation Systems (ITS) and Value Added Navigational Application related products. SatNav's™ products include an immensely popular GPS Navigation Product SatGuide, available across hundreds of stores all over the country including leading retailers like Croma, EZone, Reliance, ABRL, Staples among others – that helps customers to "Never Get Lost". Its variants include Navigation solutions for dedicated navigation devices: PDAs, Phones, Laptops, Desktops, SatGuide Logger among others. The latest launch of SatNav is LCU (Lost? Need Directions? Call Us!) which helps people to avail directions of 200+ cities over the phone through a live agent.

Also in SatNav portfolio are unique products; a Business Infrastructure Management System: a-mantra and an online directions portal Roadsofindia.com.

URL:<http://74.125.153.132/search?q=cache:80CMvCDZTF8J:garmingpssystemsguide.com/36/satnav-technologies-g geared-for-100-market-shares-of-window%E2%80%99s-phones/+satnav+technologies&cd=4&hl=en&ct=clnk&gl=in&client=firefox-a>