

SatNav Launches SatTracx Locator

SatNav Technologies has launched SatTracx Locator, a mobile phone application based on GPS tracking technology. SatTracx Locator will enable application users to know the location of a mobile phone user anywhere in the world, without the need to purchase an additional device.

If you are worried about where your child is, SatTracx Locator installed on your child's phone, locates your child and sends the exact location, even the lat/long for GPS phones to you. Family members can keep a track of each other's location without disturbing the mobile user.

SatNav said it is launching SatTracx after a successful round of beta testing during which thousands of users across the country vouched for the service. Families can now know the location of their loved ones at all times. Parents can rest at ease instead of wondering about the whereabouts of their teenagers. Business men can keep an eye on their field force and assets using the SatTracx Locator.

The application when downloaded onto a smartphone will send out signals to a computer at a dedicated call center run by SatNav Technologies. To locate this mobile, friends and family will have to contact the call center, which will provide the caller with coordinates of the one who needs to be located. The privacy of the individual is safeguarded with the provision of a password that is only supplied to the mobile which needs to be tracked.

The company said that with SatTracx mobile phone users will no longer have to worry about losing their handsets. The application can be used to trace a lost mobile phone at any given time. Users will now be able to locate their lost handsets within seconds even if the SIM card is changed.

The SatTracx application can be downloaded for free from www.sattracx.in. Once the application is downloaded on the mobile phone, and the registration process is complete, a password is sent to the phone. This password should be shared only with the people who are allowed to know the location of the mobile phone user. SatTracx Locator guarantees privacy by ensuring that the location is disclosed only when the caller provides this password.

To know the location, users of Airtel, Reliance and Docomo can dial their short codes directly, or user has to buy talk time at www.satguide.in and call the SatNav call center toll free at 1800-103-5656. A live agent will check the password and then send by SMS as well as email the location coordinates of the person/mobile device up to an accuracy of 1 kilometer, and 5 to 10 meters if the mobile device has GPS inbuilt.

The caller can buy talk time for the customer care center at Rs. 600/- for a period of 6 months and worth 90 minutes of talk time with an additional 15 minutes free. For a year for Rs. 1,200/- and 180 minutes of talk time with an additional 30 minutes free. The Call Center operates from 6:30 am to 11:30 pm through the week. The service can also be availed by Internet access as well as an SMS based service. As an inaugural offer, users will get unlimited free locations until 31st March, 2010.

Amit Prasad, CEO, SatNav Technologies, said, "SatTracx comes as a boon in today's fast paced world, where people are constantly worried about their children, friends, employees and relatives. Our research has proved that there are many obstacles that people face in their daily lives in reaching out to others, there are huge problems of disconnect, misdirection, logistics, loss and pilferage too. I predict that SatTracx Locator services will go a long way in improving efficiency, safety and security in the country."

URL: <http://www.itnewsonline.com/news/SatNav-Launches-SatTracx-Locator/16694/7/1>