

SatNav 'Mascot SatGuide' for GPS awareness in India

SatNav Technologies pioneer in GPS technology launched their **Mascot "Sat Guide"** to create an image for SatNav Technologies and its many GPS based products and services to rally around and establish a very strong connect with its target audiences.



Sat Guide is known for its innovative navigation products like PND, PDA, mobile software and laptop/desktop software, SatTracx Locator services and loggers under the brand name SatGuide. It provides high performance GPS navigation solutions for a range of applications whether it is GPS for Car Navigation or Mobile, with the highest street coverage spanning 628 cities and a staggering 2 million points of interest in these cities.

They provide constant services by survey and customer feedback, and an additional 200 cities have been added since the previous version of maps. For the user convenience points of interest are arranged in 42 different categories like airlines, airports, and ATMs.

Though India has a potential to become the leading destination for multinational GPS companies in Asia, but there is clearly a lack of awareness about the technology and this is proving to be a deterrent and the manufacturer is confident that the mascot Sat Guide will provide better awareness about the GPS technology and its applications.