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SatGuide's Mascot will help to show Directions



SatNav Technologies has launched a mascot for their SatGuide range of products and services based on GPS technology. The idea was to show the ease with which the technology can be used in everyday lives, hence saving time and petrol while hunting for various places across India. The mascot will help to establish a very strong connect of its products and services with its target audiences.

SatGuide's mascot will also act as the friendly guide which will give accurate directions to everyone's destination, will help them save time, improve efficiency, safety and security and ensure that they NEVER GET LOST!

"We believe that the mascot is an initiative that will provide a greater connect with our consumers with better awareness about GPS technology and its applications. Don't stop to ask for directions anymore, save time and get precise routes every time," said Amit Prasad, Founder & CEO, SatNav Technologies.

Over the years, SatGuide has introduced various navigation products like PND, PDA, mobile software and laptop/desktop software, SatTracx Locator services and loggers, with the highest street coverage spanning 628 cities and a staggering 2 million points of interest in the cities. The points of interest are arranged in 42 different categories like airlines, airports, ATMs, among others, for the convenience of the user.

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