



MTNL launches MapmyIndia's Map-based Location Services for Mobile GPRS Users

C E InfoSystems, January 05, 2006

URL: <http://www.pr9.net/comp/development/3368january.html>

MapmyIndia powers MTNL'S GPRS service by providing its interactive Map enabled Location based solution.

PR9.NET January 05, 2006 - New Delhi, MTNL, one of the leading telecom operators today announces the launch of map-based location services called 'Maps and Directions' on its GPRS network, which is the first-of-its-kind service in India. Broadly speaking, it offers location search, maps and directions to MTNL's GPRS users. The service has a nation-wide coverage connecting more than 160 cities of India and covering the six metro cities extensively. It is being offered in association with MapmyIndia, India's leader in map-based internet and mobile applications.

'Maps and Directions' is a valued addition to MTNL portfolio of GPRS services and offers a complete guide that helps one to search the right place and hit the right direction. With a powerful array of features like eCity, eTrips and eLocation, MTNL's GPRS users can quickly search and reach their destination with exhaustive database of over a million of Points of Interests and full color interactive maps.

eCity is a comprehensive city guide that offers extensive entertainment options, including shopping, pubs 'n' bars, restaurants, emergency services like Police Stations, Fire Stations, hospitals, 24-hour medical shops; and everyday services like locations of closest ATMs and petrol pumps.

eTrips allow its users to find directions, distances and route maps between all major cities of India. Not only this, it also provides map and information about places of tourist's interest in the destination city.

eLocation, allows one to access an eLocation ID on mobile that would display the corresponding location map, customized directions and other contact information of the location. eLocation ID of your location is a personalized ID to your location map. One can create his eLocation absolutely free by searching for his location map on Internet on www.mapmyindia.com. eLocation once created can then be accessed by anyone on GPRS-enabled mobile phone.

As of now, the user needs to select his current location through a guided search and then specifies the category of Points of interest; he is interested in like ATM, dining places etc. However, in the near future the service will be enhanced further i.e. the system will be intelligent enough to display the nearby Points of Interest to user's current location, wherever the user is. This will save him from going through a series of steps to select his location.

Our future offerings in association with MapmyIndia include a real-time online tracking system that would track registered mobile numbers on both GPRS-enabled mobile phones and Internet. Also, in the pipeline are location services where the system is such that when the user calls up an MTNL's service number (say, 1234) with some query about directions to some location or nearby Points of interest, the MTNL operator with the help of MapmyIndia's application sends him a response through SMS/MMS.

###

About C E InfoSystems

About CE Info Systems –Promoters of www.mapmyindia.com

Established in 1992, CE has been providing services at various levels of the value chain from data collection from the field to development of India's digital map & data, from adding intelligence to this data to developing customized solutions for corporates for their strategic planning. Leveraging on its intelligent data, CE Info has been providing innovative solutions through Internet, Intranet and Mobile applications for a range of location-based services. Being the pioneer in GIS field since 1994 in India, CE Info has been continuously providing GIS-based Decision Support systems for almost every industry vertical for market research, site selection, sales and distribution, logistics, risk management and many more.