

For immediate use

**PRESS RELEASE**

**WoNoBo.com, India's first and only 360-degree-view platform, launched**  
**Announces tie-up with Ministry of Tourism's Incredible India campaign**

- Becomes first and only location-based service (LBS) to offer 360-degree 'walkthroughs' of streets across 54 Indian cities
- Supports user generated content (UGC), offers unique social media capabilities and facilitates creation of 'local communities' online
- Empowers over 4 million local businesses (including neighbourhood *kirana* stores) to have an online, social presence
- Showcases interiors of thousands of businesses across the country
- Offers 360-degree 'walkthroughs' of India's most visited monuments

Genesys International Corporation (NSE: GENESYS, BSE: 506109), India's leading geospatial solutions company, today announced the launch of **WoNoBo.com**. Users will be able to search, explore and share 'points of interest' across the length and breadth of the country. At launch, the service will be available for 12 major Indian cities and will soon be expanded to 54 cities.

WoNoBo.com also announces a tie-up with **Incredible India**, Ministry of Tourism, Government of India, for the launch of **Walking Tours**, a unique and exciting product that will enable users to navigate and route their way through cities based on a number of interesting themes. *"The Ministry of Tourism is partnering with WoNoBo.com to create a Walking Tours platform, one of the first such initiatives to be undertaken in any country. We believe that this innovative and entertaining technology – aimed at making our most-visited cities extremely easy to walk or drive through – will add a completely new facility to our Incredible India campaign,"* said **Parvez Dewan, Secretary, Ministry of Tourism.**



WoNoBo.com also offers several other services. One, for instance, enables users to illustrate, using 360-degree views, the colourful, chaotic, dramatic lives they lead in different corners of the country. It also offers guides, created by users as well as experts, showing locals where to eat, what to shop for, where to take your children while visiting and a lot more.

Commenting on the launch, **Sajid Malik, CMD, Genesys International**, said *"Decades of global experience in the geospatial domain have enabled us to build India's first and most comprehensive navigation platform that also incorporates social media. We are confident that WoNoBo.com will be a major value creator for an entirely new ecosystem of businesses in the years to come."*

*"We are the first urban chronicle of today's India, having mapped panoramic imagery of thousands of square kilometres and close to 10 million places of interest across the country. We also continue to update the platform. On the one hand, this new media service will provide an innovative dimension for users to share stories and build communities; on the other, it will provide local businesses a unique platform to offer a plethora of services."*

With WoNoBo.com, locations are no longer just pins on maps; users get full blown 360-degree views of destinations and much more. They can access, tag and review 'points of interests' i.e. locations, hotels, retail outlets, monuments, parks, etc. and also view the interiors of several key locations, all powered by a database of millions of places.

#### **About WoNoBo.com**

WoNoBo.com is an Internet service built by Genesys International Corporation, an advanced geospatial technology company with close to 2,000 employees working on complex mapping projects. Genesys was recently listed by Forbes Magazine among Asia's 'Best Under A Billion' companies. Our team which includes remote sensing experts, urban planners, social scientists and Internet buffs passionately believes that new age mapping platforms like Wonobo.com can help drive change in society. We believe maps can inform and help users engage with the world around them. Our goal is to make Wonobo.com a daily aspect of every Indian's life.

