



Check our super hotel deals in **AHMEDABAD**

lowest price guaranteed

Travelguru offers you all!

travelguru The Local Experts

Book Now

Wednesday 16 October 2013  
News updated at 11:55 AM IST

Search

Weather  
Max: 28.8°C  
Min: 21.6°C



In Bangalore  
Cloudy sky



Home News New Delhi Business Supplements Sports Entertainment Videos Opinion Archives Jobs

Timeline to digitise land records Temple issue: UP govt replaces bureaucrat New land buy Act to take effect from January 1 NDRF clears 1,000 km road, rescuee

You are here: [Home](#) » [You may also like](#) » Genesys launches geospatial location service website

# Genesys launches geospatial location service website

New Delhi, Oct 15, 2013 (IANS)



Geospatial technology company Genesys Tuesday launched its location finding website **WoNoBo.com** and hopes to attract nearly four million local businesses.

"It is a brand new platform that combines various audio and visual location finding technologies like geospatial to give a complete overview of the location that the user is trying to find," Sajid Malik, managing director, Genesys International Corporation, told IANS.

"The uniqueness about this platform is that users can post their reviews about locations or places of interests, and others can actually review the whole experience of the place themselves. This leaves very little aspect of partiality in what is being showcased on the platform."

According to Malik, the new platform has taken an investment of about \$35 million and two years of development in India. This, he says, might be the largest Indian platform development effort yet.

The company expects the new platform to break even within 18 months and expects to attract nearly four million possible advertisers like local stores, restaurants, guided tour operators and hotels.

"We have enabled these business owners like local stores, restaurants and guides to make several interesting activities like city trails or city walks for their clientele and to attract potential customers," Malik said.

"Apart from the current utilisation of the platform it can be transformed to include nearly 150 different types of verticals which can cater to hotel, train and air transport bookings."

In the initial phase, the website will feature 12 Indian cities which will then be increased to 54 cities across the country.

The company has tied up with the tourism ministry to promote its flagship branding campaign, Incredible India, through its new platform.

"We have tied up with the tourism ministry to promote Incredible India campaign by introducing theme-based city walks on the platform. Initially there will be five cities under this category which will eventually be expanded to 54 cities," Malik added.

The company said the city-based geospatial platform has other usages like urban planning and development and such verticals might be developed later in collaboration with relevant authorities.

[Go to Top](#)

E-mail this Page Print this Page Bookmark

Like 1 Tweet 0

0

Check our super hotel deals in **AHMEDA...**

lowest price guaranteed

Travelguru offers you all!

Book Now

travelguru The Local Experts

## Videos



DH Video: Bangalore, e-waste capital



Hussey made u turn on Meiyappan



F1 organisers cannot ignore India



Need to get better and better, says Haddin

Subscribe - Deccan Herald's YouTube channel

[more videos](#)

**BAYCASTLE BUDGET APARTMENTS**  
Nehru Alibaug

Now **Luxury APARTMENT** in your budget

Alibaug City: 3.5 kms  
Varsoli Beach: 4 kms

**1 BHK & 2 BHK**  
**₹15 LACS ONWARDS**

Buy Your Dream Apartment Call **99876 84725**

## Most Popular Stories now

Commented Emailed Viewed

- Nairobi killings: Indian shot when he couldn't answer query on Islam
- Seers urge CM to forbid 'inhuman' Adda Pallakki
- Asaram Babu: Revered godman charged a rapist, land grabber
- At least 50 feared killed in Madhya Pradesh temple stampede
- Literacy among Muslims has improved: Minister
- Air India flies 46,700 Haj pilgrims
- Harassed, foreign students want to return home