

Meeting Middle Eastern GPS Device Demand

With the recently launched Point2Point personal navigation device, Middle Eastern consumer electronics leader H&M H&M GmbH and Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, are well positioned to meet the growing need for GPS devices in the Gulf Cooperation Council (GCC) countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Rapid economic growth across the GCC countries has increased tourism and expanded infrastructure projects, leaving locals, business visitors and tourists confused in an ever-changing network of new roads and points of interest. Growth is particularly marked in the United Arab Emirates (UAE). Dubai is now the third largest re-export hub in the world and is a globally recognized shopping destination hosting millions of visitors each year. GPS devices recently launched in Dubai by H&M are among the first in the region to ease traffic and simplify the search for new buildings.

The H&M Point2Point Personal Navigation Device was developed based on intense market research and features user friendly software, simple yet stylish aesthetics and high grade hardware for trouble free operation. Clear Arabic and English voice prompts help motorists maintain focus while driving and support information is offered in multiple languages.

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