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By: Marius Oiaga, Technology News Editor

GPS  
Microsoft

## [Microsoft Bridges Location Data Websites with Navigation Devices](#)

### *Via MSN Direct*

Microsoft is bridging the gap between Websites delivering location information and GPS navigation devices via MSN Direct. In this regard, the Redmond giant announced the introduction of a [new application programming interface](#) designed to permit website visitors the transition of a variety of data onto their GPS products for easy access. Essentially, the open API is set up to enhance the MSN Direct Send to GPS feature. "MSN Direct opens up opportunities for Web sites in a variety of areas - real estate, travel, event planning and food service - to make it fast and simple for visitors to have access to turn-by-turn directions on their navigation device," explained Joe Coco, product unit manager of the MSN Direct initiative at Microsoft. Users will be able to take a plethora of data from location information such as latitude and longitude to phone numbers, business listings, addresses etc. and send it to their GPS unit. According to the Redmond company, the newly introduced API is free of charge and designed to deliver little trouble to developers who wish to integrate it into websites. "MSN Direct helps consumers get the most out of their navigation device, while also helping businesses drive more customers to their locations," Coco added. The information is transmitted through either a USB or a wireless connection, with Microsoft placing a great deal of emphasis on compatibility with GPS products from long time partner Garmin. "As more and more consumers are using their PC to locate their desired destinations and then needing to find those exact locations on their GPS device, MSN Direct is making that process easier for our customers. Garmin was the first to offer MSN Direct on an automotive GPS, and we are pleased with MSN Direct's newest innovation because it will be very helpful to our customers," commented Roger Jollis, Garmin's director of OEM and mobile marketing.