

# Download Ebook Streetpilot C550 Staples



**GARMIN** *marketing memo*  
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To: Marine & Consumer Electronic Dealers  
From: Dan Bartel, Senior Director, Worldwide Sales  
Date: March 9, 2006

## New Product Announcement

# StreetPilot® c550



**Bluetooth**

Garmin International is pleased to announce the latest addition to the StreetPilot family — StreetPilot c550. Based on Garmin's phenomenally popular c300 series, the StreetPilot c550 is destined to become the new benchmark in easy-to-use, affordable, attractive, and functional navigation. With enhancements like Bluetooth® wireless technology connectivity with a hands-free calling interface for a wide array of compatible mobile phones, integrated traffic capabilities, a new bright display, and a high-sensitivity GPS receiver, the c550 again solidifies Garmin as the world's leading innovator of location technology.

Specific features of the new StreetPilot c550 include Bluetooth wireless technology with an integrated microphone and dual speakers (with external mic and stereo output jack). This feature allows users to place hands-free mobile phone calls when paired with a compatible phone that has Bluetooth wireless technology. Customers may also retrieve and dial numbers from their personalized phone book or from the phone's call history log. Incoming calls are answered by simply tapping the c550's screen and speaking through the built-in mic or optional external mic. A user can also make a call from the StreetPilot c550's huge points of interest database — which includes hotels, restaurants, stores, and much more.

Also included with the StreetPilot c550 is the integrated FM TMC traffic receiver, which notifies drivers of traffic, construction, and weather delays (where available) and automatically suggests alternate routes. The integrated traffic receiver also conveniently powers the unit through a 12-volt power source. Garmin offers a three-month free introductory traffic service plan in areas where traffic services require a subscription.

The StreetPilot c550 comes preloaded with highly detailed City Navigator™ NT maps — containing detailed road maps throughout the entire United States, Canada, and Puerto Rico. Map data for the StreetPilot c550 is provided by NAVTEQ™ — the world leader in premium-quality mapping. This industry-leading navigation database allows the user to look up nearly six million points of interest such as restaurants, hotels, transportation hubs, and banks.

### Product Features and Specifications

- High-sensitivity GPS receiver
- Built-in patch antenna; MCX-type connector for optional external GPS antenna connection
- Preprogrammed internal memory — preloaded with City Navigator North America NT data
- Bluetooth wireless technology for hands-free calling with compatible phones — see [www.garmin.com/Bluetooth](http://www.garmin.com/Bluetooth) for a list of compatible phones
- Integrated traffic receiver is included along with a 3-month free subscription — traffic services available only in select cities where coverage exists
- Configurable vehicle icons — allow users to select a fun, customized car-shaped icon; users can download select colors at [www.garmin.com/vehicle](http://www.garmin.com/vehicle)
- Garmin Lock™ anti-theft feature — when enabled, users must input a PIN number to use the device. Backup feature allows users to associate a security location, which will unlock the unit when within 50 meters of that location
- Announces streets by name to help keep your eyes on the road (Text to Speech)
- Features MP3 player — loading MP3s is "drag-and-drop" easy — no special software is required
- Import custom points of interest (POIs) such as restaurants and safety cameras from industry-standard CSV files
- Proximity alert feature warns of upcoming custom POIs such as safety cameras and school zones
- Compatible with the optional Garmin Travel Guide™ data on SD card — giving users helpful reviews and recommendations for restaurants, hotels, shopping, nightlife, sporting events and tourist attractions
- Compatible with the optional Garmin SaversGuide™ data on SD card — the first pre-coded "coupon book" that notifies users of nearby discounts on restaurants, hotels, dry cleaners, auto repair shops, and much more
- New bright, anti-glare display — 2.8" x 2.1" (3.5" diag.), 320 x 240 pixels; 16-bit LCD, with white backlight and touch screen
- Unit dimensions: 4.4" W x 3.2" H x 2.2" D; Weight: 8.8 ounces
- Built-in lithium ion battery; up to 6 hours of battery life
- Suction cup mounting system provides easy adjustment and quick release
- USB interface

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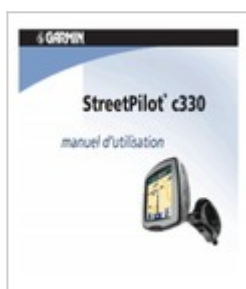
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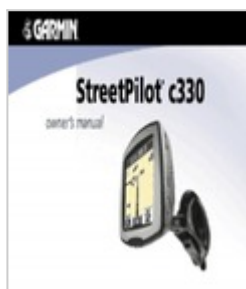
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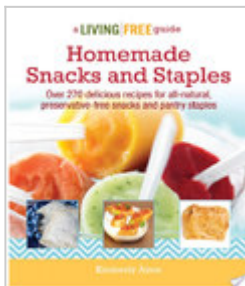
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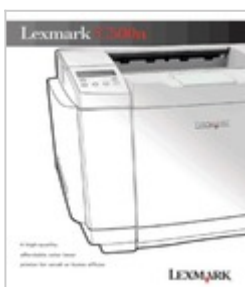
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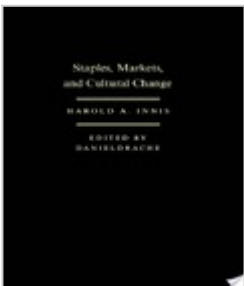
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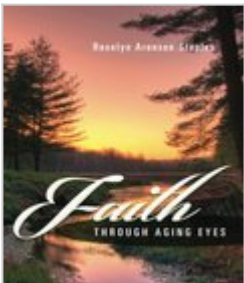
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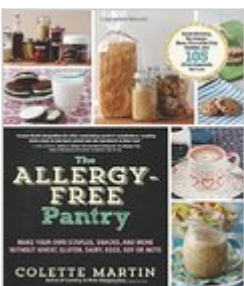
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