



21st June 2005

trakm8 set to Accelerate the Convergence of the Telematics Industry

Shaftsbury, UK – trakm8 is set to accelerate convergence in the telematics industry as multiple uses for telematics converge on a single box.

trakm8 today announced the completion of its product portfolio with the launch of its new SOLO and T4 hardware (“black box”) and firmware platforms for the world wide Telematics industry. The platforms build on the success of its T2002 as used in tens of thousands of vehicles the world over and is set to accelerate the convergence of the industry.

The current telemetry marketplace is fragmented with each GPS telematics application such as navigation, road tolling, congestion charging and pay-as-you-go insurance requiring a separate GPS box. With commercial, security and legislative drivers such as the UK’s proposed “Pay-as-you-go” Road Charge Plan, the need for market and technology convergence is understandable. New requirements for telematics applications are increasingly demanding multiple uses on a single box to ensure the commercial or political case adds up. trakm8 believes its adaptability and flexibility enables many users to reuse the same hardware thereby enabling the rate of convergence to accelerate.

Strategic Markets

Year	Driver	Strategic Value	UK Volume 2006
2010	Legislative	Full Road Tolling	29,000,000
2007	Legislative	Congestion Charge & Road Tolling UK trial	2,000,000
2005	Reduced Insurance	Insurance (pay as you drive)	1,000,000
2004	Reduced Insurance	Security (After theft device)	250,000
2004	Commercial	Fleet Tracking	100,000



Strategic Market Readiness as forecasted by Tim Evans, sales and marketing director of trakm8.

With trakm8 allowing many simultaneous uses, all from the same piece of hardware, a stranded motorist can press a button to speak to the roadside recovery services who in turn can 'see' the motorist's exact location whilst being able to potentially use the device for congestion charging schemes or national road taxation as well as traditional uses such as fleet management and navigation. Additional applications such as concierge services can enable a local hotel or nearest petrol station to be found – all initiated by the press of a button.

The SOLO is a world first that dramatically extends the telematics market, being ideally suited to very small companies and large corporations alike. Immediate 'cigarette lighter socket' installation is possible and the user experience is simplicity itself. Suitable for integration with back office and web-based tracking systems, it is also ideal as a 'stand-alone' product which provides email reporting as well as allowing interrogation of location via a standard mobile phone. Even voice communication, panic button and business/personal mileage reporting facilities have been incorporated to provide a highly specified yet low cost unit as well as being a potential solution to the high administration cost of congestion schemes.

The T4 is an all-in-one vehicle telematics solution suitable for large and small scale installation with GPS antenna, GSM/GPRS modem, RFID reader and CAN BUS Interface. Voice, data calls, SMS and GPRS communication are available together with numerous input and output interfaces enabling the integration of movement detectors, door / window contact switches, alarms and other monitoring or activation requirements.

Cary Knapton, chief executive of trakm8 stated, "We are proud to be able to provide the key hardware, firmware and software platforms that will now enable convergence in the market. Our work with OEMs such as the vehicle manufacturers is more important than ever with the proposed Road Charge Plan – the UK being the first country in the world to consider these plans on such a large scale."

Since its foundation, trakm8 has experienced strong growth and has been a key enabler to the Telematics industry allowing service providers to differentiate themselves and to concentrate on market segmentation according to their specialities. The resulting economies of scale are passed onto customers in order to provide cost efficient vehicle tracking solutions with a fast, demonstrable Return On Investment (ROI). Other advantages that the SOLO and T4 platforms

provide to service providers and end customers include low support costs, integration with existing business systems and future proofing with over-the-air upgrade facilities.

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About trakm8

trakm8 is a leading technology provider to the international vehicle tracking and security market enabling companies to efficiently and effectively track fleets of vehicles and drivers as well as tracking stolen vehicles with an accuracy of up to 5 metres. Based in Dorset in the UK, it has an established network of partners, distributors and value added resellers in over 24 countries.

For more information visit www.trakm8.com

For further information contact:

Karen Knapton

trakm8 Ltd

knapton@trakm8.com

Tel: +44 (0) 8703 800531

Mob:+44 (0) 7843 026196