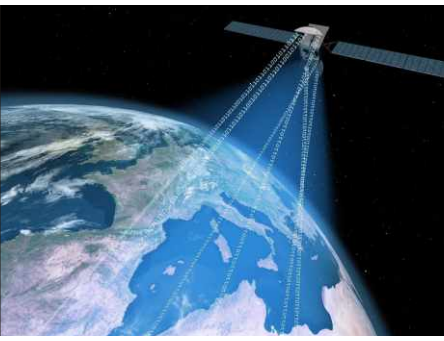


Telematics Wire

Monthly Newsletter



INTRODUCTION

Telematics Wire, a monthly newsletter, which will highlight the usage of positioning and navigation system for tracking and navigation in various vertical segment in addition to logistics and transportation in India.

We have a large geographical and diverse climatic spread, which makes the situation quite challenging for the one aiming at providing services even in a region.

The need to 'track' is well established and accepted across the government and private sector. Many of the organisations on both the sides of the table, including the service providers and those availing services are coming to a realization that first the plain vanilla tracking has to be put in place. After the sales services, often discounted for in the fight to be competitive in bids, proves detrimental and many of the service provider are now taking cognizance of this.

That it is important we learn from others mistake, as we may not survive if we have to have all the learning through our mistakes, is something we feel needs to be taken across to all the service providers in this country. Similarly the user community needs to be sensitized about 'tracking'; that it does work in field and not just in glossy brochures.

In this newsletter we intend to highlight good case studies, learning and professionals views on way forward; in addition to the news about products and services.

■ **Maneesh Prasad**

Highlights

■ India

- Visual Cargo
- MyTVS ties up with Excelfore
- MyIndiEye – app for tourist navigation
- Offers Near Me
- IRNSS update
- Glonass in India

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- Personal Tracker for oil & gas
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K. Jayakishan
DIMTS

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There is a need for industry to adhere to basic standards and for Industry leaders to promote standards so that non-serious players who are damaging the industry can be checked.”

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Sumit Gulati
Executive Director
Blue Ocean Solutions
and Services Pvt.

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Only those serious players who have products and services to offer with a perceived value benefit to the consumer are going to survive.”

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Conference Report

-Tracking & Navigation 2012,
New Delhi

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TRACK YOUR GROWTH

B-VISIBLE Fleet Management System coupled with latest GPS and RFID technology and world class service delivery ensures you track your fleet and in-transit goods real-time through your smart phones or web, efficiently and accurately.

Key Features and Benefits

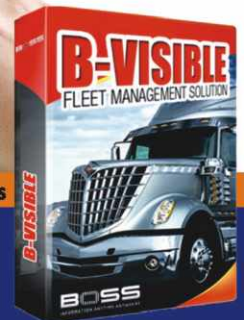
- Real Time Tracking of Entire Fleet of Vehicles on Web or Mobile using GPS
- Tracking of Goods from Pickup to Drop Point thus Increasing Goods Safety
- Alerts in case of Over Speeding, Breakdowns, and Route Deviation etc.
- Vehicle Performance Management and Driver Management
- Effective Fleet Scheduling and Monitoring, Reduced Administrative Cost
- 2 Way Communication with Driver and Panic Button for Emergency Calls
- Real Time Fuel Monitoring and Fuel Pilferage Management

For Use in Commercial Trucks Passenger Buses School Buses Off-Road Vehicles Oil Tankers City Cabs

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Dear Readers,

Greetings from the Telematics Wire, (until recently GPS Wire).

We are delighted to send you your very first issue of the 'Telematics Wire' monthly newsletter (print publication), and we hope that you will find this initiative to your acceptance.

You will also notice that there is a change in the name to our other initiatives such as the telematicswire.net, your resource portal, telematicswiredaily news update, your daily electronic newsletter, and Telematics India Conferences and Exhibitions, on telematics technologies.

The very reason behind the change of name from 'GPS Wire' to 'Telematics Wire', is the very fact, that, in the Global Navigation Satellite Systems (GNSS) and Positioning Technologies space there also exists other very influential and concerted programmes such as; Globalnaya Navigatsionnaya Sputnikovaya Sistema (GLONASS) from Russia, Galileo from the European Union, BeiDou (Compass) Navigation System from China, Indian Regional Navigational Satellite System (IRNSS) from India, Doppler Orbitography and Radio-positioning Integrated by Satellite (DORIS) from France, Quasi-Zenith Satellite System (QZSS) from Japan etc. and each of these excellent and valuable programmes must be included in our initiatives, and by all means each of these programmes are an integral part of the total Telematics Solutions.

Since the American Global Positioning System (GPS) and each of these Global Navigation Satellite Systems and Positioning Technologies are actually used as part of Telematics Solutions, we think it is only appropriate to change the name to Telematics Wire from GPS Wire, to encompass the whole gamut of these programmes and other related technologies, such as; the Inertial Navigation Systems, Radio Frequency Identification etc. which ultimately forms part of the Telematics Technologies and Solutions.

We welcome your valuable views on our thoughts and please feel free to write to me at; subhankar.mitra@aeyzed.net

Happy reading and warmest wishes.

Subhankar Mitra, Director
Aeyzed Media Services Pvt Ltd

Visual Cargo: Cloud-based solution for the transport and logistics

Trimble, provider of positioning solutions, has unveiled Trimble trako Visual Cargo - a new cloud-based solution that offers on-road supply chain visibility to enhance efficiency for the transport and logistics industry in India. With standard, easy-to-use application process interfaces (API), shippers can seamlessly integrate Visual Cargo with its ERP/TMS system and vehicle location data from the Trimble trako Fleet Management solution to provide trip-based tracking of goods, transit schedule, route and safety compliance.



MyTVS ties up with Excelfore for fleet tracking system

Chennai: MyTVS, part of the TVS Automobile Solutions Ltd, has inked a partnership with provider of cloud applications for automotive platforms Excelfore Corporation to support business and consumer markets by launching fleet tracking system "Excelfore Dhruv". "Dhruv" is a secure, cost – effective, scalable cloud based Telematics system for fleet tracking and vehicle management and analytics. The fleet tracking system is offered through personal tracker and onboard diagnostic modules.



E-ticketing and GPS for private buses in Kerala

Kerala: Private public transport buses will be fitted with the GPS based tracking device, enabling authorities to monitor them continuously. This would prevent the buses from over-speeding which at times leads to accident. Private Bus Operators Federation of Kerala has signed an agreement with the companies to fit the GPS in the buses. Transport Minister Mr. V.S. Sivakumar launched e-ticketing facility in private buses at a function and opined that installation of GPS will enable submission of correct figures to the Motor Vehicles Department which will go a long way in making them accountable.

GPS based vehicle tracking to monitor kerosene pilferage

Vishakhapatnam: The district administration has been planning to install GPS on the vehicles supplying kerosene. The GPS devices will help the Civil Supplies Department to monitor the movement of the vehicles supplying kerosene and will ensure that they don't deviate from their pre-decided routes. Earlier, in 2010, the district authorities of Vadodara, Gujarat, also opted for installation of GPS for curbing kerosene pilferage in the city.

GPS and fuel sensors for Patna city bus

Patna: Eden Transport Pvt. Ltd. has launched 70 non-air-conditioned and eight air-conditioned buses in the city of Patna. The highlights of Eden buses are that they are equipped with GPS, GSM Edge Cameras, microphone, hand-held ticketing machines and fuel sensors. The system has been developed by Kolkata-based firm PEOBRiCS.

Chennai seeks fund to equip 1,000 more buses with GPS tracking device

Chennai: Madras Transport Corporation (MTC) officials are planning to get 1,000 Metropolitan Transport Corporation (MTC) buses equipped with digital sign boards and GPS tracking device. MTC has approached the government for fund which is expected to be provided in three to four months. Currently, about 550 of the MTC's 3,461 buses are GPS-enabled and have digital boards.

Telematics Wire

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ISB startup My IndiEye to launch android app for tourist navigation



Andhra Pradesh: My IndiEye, a GPS video tour service provider and a start up from the Indian School of Business (ISB), is working towards the launch of a GPS-enabled navigation application for providing advanced audio-visual experience to tourists in monument tours. The application will run on any Google android device through pay-per-download model. My IndiEye has signed a commercial agreement with the Andhra Pradesh Tourism Development Corporation (APTDC) for design and development of similar products for other tourist monuments in Hyderabad like Qutub Shahi Tombs, Charminar and Laad Bazaar, etc.

LBS for advertising, “Offers Near Me” from Tata DOCOMO

Andhra Pradesh: Tata DOCOMO in partnership with Stay In Touch Mobile has launched 'Offers Near Me', a Location-Based Advertising Service for its GSM customers in Andhra Pradesh. 'Offers Near Me' is a first location-based opt-in program that allows Tata DOCOMO GSM customers to receive exciting deals, offers and discount coupons from their favorite retailers—FMCG brands, apparel companies, malls, restaurants, cinemas, coffee shops, auto dealers, and many more.



GNSS

India to launch its 1st IRNSS satellite in 2012

The Government of India has announced the launch of first satellite for its indigenously developed regional navigational system, sometime later this year. The India Regional Navigational Satellite System (IRNSS) will have a wide range of applications including personal navigation and it is seen as India's answer to its need for regional navigation system. Last February, Shri.A.S.Ganeshan, Project Director, Navigation Systems, presented an overview of GAGAN and IRNSS navigation projects in GNSS User Meet organised by ISRO.



Dr TK Alex, Director, ISAC delivering the inaugural address

Glonass equipment to be made in India

According to reports, the equipment for the Russian GLONASS satellite navigation system will be manufactured in India. M2M Telematika Director Alexei Smyatskikh, who is in charge of the project to set up the production of the Glonass equipment in India, said that producing GLONASS equipment in India will bring down the costs. Russia will handle the training of the Indian personnel and will provide the maintenance of the Glonass equipment.



TRACKING WILDLIFE

GPS System for tigers in Sariska

Rajasthan: Wildlife Department has planned to monitor the activities of tigers and other animals through GPS in Sariska Tiger Reserve, Jaipur. Tracking of tigers will be done through radio collars. Under the new plan, digital cameras would be installed in and around the reserve and every forest guard will be supposed to prepare a daily report of animals along with their activities including their numbers, births of cubs, deaths etc and submit it.

GPS radio collars to study migratory birds

Himachal Pradesh: The wildlife department has used GPS to study the behavior and migration pattern of birds that visit the Pong Dam Lake. The radio collars had been fitted to 12 birds so that their location could be tracked. It has proved helpful in providing vital clues to the department to conduct studies on migratory birds.

NEW LAUNCH

GWVectra from Interchain & TI

Bangalore: Interchain Solutions and Texas Instruments (TI) have announced GWVectra, an in-vehicle computing platform (ICP) powered by Android for dashboard entertainment as well as rear seat entertainment applications. With the unique combination of touch, voice and gesture sensing inputs on the steering wheel, the infotainment system allows users to send and receive data from the car using any device, over Wi Fi or 3G connectivity.

MapmyIndia introduces Android-based In-dash GPS navigation device

MapmyIndia has launched Android-based in-dash touchscreen GPS navigation and entertainment systems. It offer navigation and entertainment features, that allows users to browse the internet, download apps from the Android Marketplace, track the location of the vehicle live sitting anywhere, and is powered by Aura MapmyIndia's latest full featured 3D navigation software.

inthinc waySmart - a telematics solution for mining industry

USA: inthinc Technology Solutions Inc., the telematics provider for mining corporations, has introduced inthinc waySmart - the comprehensive fleet management and driver safety solution. With inthinc waySmart fleet managers can monitor driver behavior with features such as GPS-based vehicle and trip tracking, in-cab verbal coaching alerts for speeding, idling, seat belt use, aggressive and fatigued driving.

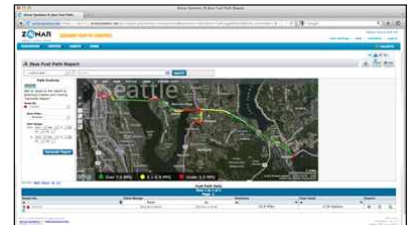


RAM Evolution – the new age vehicle tracking software

UK: The leading vehicle tracking company Remote Asset Management (RAM) has unveiled its advanced vehicle tracking software “RAM Evolution”. The latest system integrates advanced features including the handling of vehicles via maps, satellite photos or RAM’s interactive reports, a timeline feature for enabling users to view one vehicle or their whole fleet graphically, and a notification tool which alerts managers to activities and issues that may be risky to the bottom line of their business.

Zonar adds fuel sensor data to GPS vehicle tracking

Zonar, provider of electronic fleet inspection, tracking and operations systems, has introduced a new patent-pending technology, which will help fleets identify the routes and lanes over which their vehicles are most and least fuel efficient. It tracks fuel consumption along with latitude, longitude, time and vehicle odometer. With the addition of fuel as the fifth dimension, Zonar’s telematics platforms will not only ascertain sample rates based on geographical data, but also fuel consumption.



CoPilot Truck 8 Professional for XataNet

USA: Xata Corporation, fleet optimization software providers and geo-logistics and navigation software company ALK Technologies has announced the launch of CoPilot Truck 8 Professional for XataNet. The navigation product, CoPilot Truck 8 calculates truck specific routes and provides accurate, quick access to offline highway and street – level digital maps, without using mobile communications or off-board computers. The navigation product instantly generates voice-guided, turn-by-turn directions on deviation from pre decided routes.



Telogis adds Driver Scorecard to its fleet management solution

USA: Telogis Inc., has unveiled Telogis Driver Scorecard – part of the Telogis Fleet Software-as-a-Service (SaaS) fleet management system. It offers assistance in easily managing and communicating the characteristics that directly influence driver and asset safety. Telogis Driver Scorecard provides comprehensive metrics available to fleets today to recognize risky driving characteristics, enhance safety, and thus, reducing the time and costs associated with accidents.



Grace Industries launches personal tracker



Grace Industries, a manufacturer of mission-critical personal safety devices, has introduced a personal tracker, the SuperCellSC500-GPS. SuperCell® SC500-GPS is a networked, motion-sensing, two-way emergency radio device with automatic “man-down” alarm. The device is used in critical safety applications where a worker’s location and safety status needs continuous monitoring. With its intrinsically safe, ignition-proof design, the device is of particular interest to the oil and gas industry, as well as railroad and trucking companies handling hazardous or highly flammable materials.

Aviva experiments with telematics app

Global insurance company Aviva is launching a car insurance smartphone app using telematics technology that would offer discounts on car insurance based on customer’s driving speed and style. The app will gauge motorists’ mileage, the time they drive, and how they drive. Based on the gathered data, motorists will be penalized for sudden braking or cornering via a black box installed in the dashboard of the car.



HARMAN to provide smarter navigation through Aha cloud technology

USA: HARMAN, provider of premium infotainment and audio solutions, has designed a new "context-aware" infotainment Rinspeed DOCK+GO concept vehicle in partnership with automaker Rinspeed. The "context-aware" infotainment comprises advanced smartphone integration technologies, smarter navigation system, cloud-based data and flexible human-machine interface (HMI) design including safety assurance features like gesture recognition, etc.

Intel to invest US\$100 million for connected car

USA: Intel Corporation has announced several automotive investments and initiatives designed to spur innovation and product development that will enable new and innovative connected car experiences. The investments include the new Automotive Innovation and Product Development Center located in Karlsruhe (Germany), expansion of Intel Labs Interaction and Experience Research (IXR) in automotive, an academic outreach program, and the establishment of the \$100 million Intel Capital Connected Car Investment Fund.



SpeedGauge Assurance – GPS data accuracy and quality validation technique

SpeedGauge, provider of business intelligence and location-based analytics for the trucking and insurance industry, has introduced a new GPS data accuracy and quality verification technique called SpeedGauge Assurance. SpeedGauge Assurance enables telematics service providers to monitor the precision of in-field devices and to benchmark the performance of devices in real-world operating conditions. SpeedGauge Assurance utilizes the proprietary analytic techniques to monitor and determine the directional and positional accuracy of real-world data. In addition, it does not need known fixed locations to measure and benchmark accuracy.

Webtech Wireless announces release of Quadrant Manager

Webtech Wireless Inc., a provider of vehicle fleet location-based services (LBS) and telematics technology, has announced the global availability of Quadrant Manager 9.4. The release of Quadrant Manager focuses on large fleets, regulatory compliance, additional vehicle information, user login compliance, multiple time zone improvements, and automated vehicle characteristic discovery.

MARKET RESEARCH

Frost & Sullivan: Asia Pacific's transportation & logistics market to grow at CAGR of 7.6%

Frost & Sullivan's latest findings predicted that the Asia Pacific transportation & logistics market of 12 countries (Hong Kong, Singapore, Australia, Japan, Taiwan, South Korea, India, Malaysia, Thailand, China, Vietnam, Indonesia) will grow at a compound annual growth rate (CAGR) of 7.6 per cent (2011-2016) to reach US\$4.09 trillion in 2016. According to the report, sea freight is the key transport mode for freight movement in Asia Pacific, handling more than 60 per cent of total freight traffic in the 12 countries researched.

South Korea's commercial vehicle telematics growing at 5.5%

South Korea: The latest findings of Frost & Sullivan stated that the commercial vehicles telematics market in South Korea is expected to grow at a compound annual growth rate (CAGR) of 5.5 per cent (2010-2015) to US\$275.7 million. Findings suggest that commercial vehicle telematics unit shipments will grow at a CAGR of 12.4 per cent (2010-2015) to reach 569,630 units in 2015, driven by increased penetration of commercial vehicle telematics across segments.

Vehicles to have fleet management system as standard line-fit by 2017

London: According to the latest findings of Frost & Sullivan, Strategic Update of European Medium and Heavy-duty Commercial Vehicle Telematics Market, a sale of 542 million vehicles with Fleet Management System (FMS) as Standard Line-fit was recorded in 2010 and the sale is expected to reach 1.3 billion by 2017. Based on the sale statistics, Frost & Sullivan has predicted that by 2017, almost half the vehicles produced in the market will have a Fleet Management System (FMS) as Standard Line-fit.



Global In-Car Infotainment market to hit \$14.4 billion by 2016

The global market research and consulting company MarketsandMarkets has announced that the total In-Car Infotainment (ICI) Market is expected to touch \$14.4 billion by 2016 at a CAGR of 12.1% from 2011 to 2016. Market research report "In-Car Infotainment (ICI) System Market Global Forecast & Analysis by OEM & Aftermarket (2011-2016)" deals with the present scenario of the ICI market and its future prospects.

K. Jayakishan, Senior Vice President – Corporate Strategy in Delhi Integrated Multi-Modal Transit System Ltd. (DIMTS), shares his views on various aspects of Vehicle Tracking System implementation in India, including the challenges and the road ahead. In an interview to Telematics Wire, he gets candid on milestones covered by DIMTS and the future plans.



What is the role of DIMTS in implementing Vehicle Tracking System (VTS) for government agencies?

DIMTS is responsible for end-to-end delivery of the solution. DIMTS plays the role of identifying use cases for the government departments and working out the technology solutions to bring in value in the business processes. In Delhi, in the public transit space, our system covers the entire low-floor bus fleet of DTC and the corporatized Cluster buses.

Could you share with the readers, the government departments where DIMTS has provided VTS solutions and services?

DIMTS is providing solutions mainly in the public transit domain but other than that there are few other departments where GPS based assets management is being provided by DIMTS. DIMTS is implementing the following solutions:

Transport Department: Providing complete vehicle tracking, operation management and passenger information system for over 6000 Buses.

Delhi Jal Board: Handling automated water tanker distribution management system for 700 tankers

Delhi Jal Board: Jetting And Cleaning Machines

Other Department: Enforcement, Trade and Taxes, etc.

Is there any learning which you would like to share for the benefit of other users agencies in India?

Government departments have clear advantages of using GPS technology, as it brings complete transparency in operation of vehicle/assets.

Are there any challenges for the users of VTS, which you feel are hindering the overall growth of tracking industry?

In my opinion main factor hindering the growth are:

- Industry has huge no. of very small players, who cannot provide end-to-end services and onsite service over large Indian Geography whereas the client wants to see a single face that not only installs and maintains the device but also provides the customized software.
- 80% of industry is resellers, having little knowledge about product quality, stability etc. Hence service to customer is not as per expectations.
- Complete lack of knowledge in Users about standards and quality of devices / services leading to large number of players selling and marketing substandard products and misleading customers.

Is there any implementation problems due to inadequate quality of product or the service?

With relation to implementation, we see the following problems

- Most of the solutions sold at cheaper price points are generally

Consumer grade devices (akin to Mobile phones), and are not automotive grade to run unattended for long durations under automotive conditions of high temperature, vibrations etc. leading to high failure rate of devices.

- Usually drivers are not taken into confidence – drivers feel the device only meant to keep an eye on them - this leads to a lot of tampering of devices.
- Non-stable devices (as consumer grade devices work erratically in commercial applications) leading to proper service not getting delivered to customer.
- Delivery of solution as per customer expectation is also a major problem with the industry, as many of the customers complain about GPS solution delivering value much below expectations.

What are your views on the standardization of products & services for vehicle tracking system in India?

There are standards for this market, but industry seems to disregard them. But there is a need for industry to adhere to basic quality standards and also for Industry leaders to promote standards so that non-serious players who are damaging the industry can be checked leading to customers having more faith in the industry.

We feel that industry needs to regulate itself and educate clients on the most common quality and standards issues which plague this industry.

How do you see the positioning system usage scenario for vehicle tracking by government departments?

Location is very important for tracking the use of any kind of asset - vehicle, person etc. and can be very effectively used to increase operational efficiency. It can be used for security as well. There are many use cases in Govt. like:

- Public Transport – Passenger Information System
- Field assets management with Automation/ Sensor integration - Automation of service delivery like waste collection mgmt, water tanker dispatch mgmt etc.
- Emergency response system- Ambulance/Police Dispatch solutions
- Work force management – Field force management like PDS systems, micro finance etc.

Delhi Integrated Multi Modal Transit System Ltd. (DIMTS) is a joint venture company set up with equal equity of the Government of National Capital Territory of Delhi (GNCTD) and Infrastructure Development Finance Company Ltd. (IDFC). The company provides a gamut of services in the Urban Transport and Infrastructure sector, particularly relating to project conceptualization, execution and management.



VEHICLE TELEMATICS

The evolution of vehicle telematics

We are living in an age where technological innovations are touching every aspect of human lives. However, only a few innovative concepts embark a new beginning in the history of technology. In the said context, perhaps one of the significant advancements in positioning systems is vehicle telematics. Vehicle tracking systems emerged from the advancement of personal computers, internet, cell phones and the GPS, these all merged together to create a new domain called vehicle telematics.

Vehicle telematics merges the power of computing with communications system. In current scenario, telematics applications vary from tracking fleets to lost persons. GPS navigation, integrated hands-free cell phones, wireless safety communications and automatic driving assistance systems all are covered under the telematics roof.

Vehicle telematics systems are also increasingly utilized to offer remote diagnostics; a vehicle's built-in system will identify the issue be it mechanical or electronic, and the telematics package will automatically alert the vehicle manufacture service company about the said problem. The telematics monitored system can also send alerts to the vehicle owner through e-mail and it is capable of offering applications including on-demand navigation, audio and audio-visual entertainment content, etc.

Currently, there are several active and future applications for services like vehicle fleet tracking, fleet management, and gps truck tracking. These uses include:

- Emergency Response Vehicles
- Field Service/Repair Fleets
- Government and Military Fleets
- Rental Cars and Truck
- School Bus Fleets
- Taxis/Limousines Services
- Mass Transit Fleets (Buses and Trains)



Even though a major part of many vehicle telematics solutions is vehicle tracking, telematics can mean more than just vehicle tracking. The connected navigation solutions enable fleet managers and job dispatchers to locate and trace a vehicle or group of vehicles in connection to customer sites, then transmit and receive job messages to and from drivers, while the onboard navigation device automatically creates a journey route and sends back the calculated time of arrival back to the job dispatch office. This all results in increased job efficiency, minimized journey times, savings on fuel and enhanced customer satisfaction.

In recent times, due to the pivotal role played by Telematics in the field of cargo and fleet management, the car insurance industry is showing a keen interest in a new concept called "Telematics Insurance". Insurers have started offering motor insurance based on Telematics technology. In telematics, the insurance premium is

calculated in accordance with the individual driver behavior. Telematics applications enable insurance companies to manage their risks in a more effective way and allow them to put up a tough competition in the market.

Vehicle telematics is emerging as a powerful tool in the commercial environment as it is contributing effectively in boosting the efficiency of an organization. With the help of vehicle telematics, the fleet managers are enabled to assess the fleet activity and decisions are based upon actual information. The sole challenge in the optimum utilization of telematics is identifying the right solution and then effectively using the information provided to ensure the maximum benefit is returned against investment.

Keep checking this space for exploring next update on telematics industry.

■ Akshara Narendran

Sumit Gulati, Executive Director, Blue Ocean Solutions and Services Pvt. Ltd., shared his thoughts with Telematics Wire on the Indian vehicle tracking and navigation industry, where it is heading.



How do you foresee the tracking and navigation industry in India?

Indian tracking and navigation industry started gaining traction about three years ago. There's a huge potential of telematics industry in India in both commercial and passenger vehicles segments, thanks to the increased use of technology in these areas. Moreover tracking and navigation industry in India will get a major boost with the completion of GAGAN and IRNSS navigation projects by Government of India.

What are the challenges the tracking and navigation industry in India is facing today?

The major challenge is infrastructural growth in terms of road infrastructure, world class wireless communication and availability of digital maps for commercial use in India, which needs to be looked into by the Indian government. Another big challenge is the inconsistencies in terms of regulations, hardware specifications, service delivery and the pricing model in which standardization needs to be worked out by the key industry players. Currently private and commercial vehicle owners are not legally bound to install tracking devices. The industry could get a push if there are some regulatory reforms, encouraging the use of vehicle telematics in some of the vertical segments in India.

What are the challenges the telematics industry is facing today?

We have seen few large government tenders from State Road Transport departments in this financial year (and many more large tenders likely to come). Large numbers of companies, big and small, competing for these tenders have put the industry players in a tough competition. In a price sensitive market like India, where the consumers are getting more and more aware of their needs and the technological advancements happening around, there will be a challenge of over expectation. The opportunity is big for those companies that can offer end-to-end integrated services in automobile sector.

Is the perceived low-threshold barrier to enter this tracking and navigation industry proving detrimental for the industry?

I believe you are right, there are many small and big

players in the market but only those serious players who have products and services to offer with a perceived value benefit to the consumer are going to survive. For that, solution providers will have to continuously evolve their products in terms of technology, service offerings and cost effective business models. Creating real value is therefore paramount. For navigation and tracking companies, pro-actively looking at the market development and adopting innovative business models is key to continued profits and growth at this time.

What is the key differentiating product or service which Blue Ocean Solutions has to offer to its users in India?

Our Fleet Management Solution called "B-VISIBLE" is an end-to-end integrated solution offering advanced vehicle management features like Vehicle Tracking and Monitoring remotely, Vehicle Performance Management, Speed Monitoring, Fuel Management, Route Planning and Optimization, Route Mapping and Geofencing, Fleet Scheduling, Driver Management, Public Information System for Bus Stops, Two Way Communication with In-Vehicle Crew, Theft Management, RFID Integration, Custom Alerts and Reports.

Do you have any interesting learning from the project implementation which you think would be beneficial for both the users and the service providers in India?

Be consistent in your service offering and continuously innovate your business model to give the best value proposition to your customers. For suppliers, service providers and users, it's critical and worth the time and effort to develop mutually enriching partnerships, which require respect, trust and tenacity.

Blue Ocean Solutions and Services Private Limited (BOSS India) is a product development and technology innovation company, engaged in providing global solutions and services encompassing GPS and RFID technologies for Fleet Management, Asset Tracking and People Tracking domains. BOSS along with its partners provide full range of integrated technology solutions and services to our clients.

“The opportunity is big for those companies that can offer end-to-end integrated services in automobile sector.”

SUMIT GULATI

Tracking & Navigation 2012, New Delhi

A landmark beginning was made on 2nd of February 2012, when the national conference 'Tracking & Navigation 2012, New Delhi' took place at Hotel Claridges.

The 'Tracking & Navigation 2012, New Delhi' drew a huge applause & support from all stakeholders in the domain of usage of positioning and navigation technologies for vehicle tracking, fleet management and navigation. The speakers and the audience comprising government/public, private industry and user communities commended organizers 'GPS Wire' for creating much needed platform for the stakeholders. Maj Gen (Dr) R Siva Kumar, CEO of National Spatial Data Infrastructure, in his inaugural talk advised the industry leaders to make special efforts to create awareness about the technology and its applications which could create a paradigm shift in the way operational management and governance issues are dealt with.

Throughout the conference, there were interesting sessions one after the other. Eminent personalities from the industry not only raised serious issues related to the market and technology but also came out with some out of the box, innovative solutions.

In the keynote session, while Rajat Tandon from Navteq India, spoke about navigation technology and role of Navteq in India, Ashutosh Pande, MD of SiRF India, shared his views on the problems that industry is facing and why service providers are unable to survive in the industry for long?

Panel Discussion on 1st day of the conference covered the topic 'Standardization of tracking & navigation products and services' in which prominent personalities from both government and private sector focused on reducing product & service cost and specifying product quality by understanding client's requirements. Maj Gen R C Padhi, Additional Surveyor General of India, stressed that cost factor plays a role only after a requisite quality standard has been met by the products under government purchase process.



1st day of the conference ended with the Technology Show which was hosted by Amit Jain, Managing Director, TechnoPurple IT Solutions, along with Evgeni Makarov, Founder & CEO, DorogaTV Mobile Software, a Russian company, looking forward to Indian market.

Naved Mumtaz, DCP Communication of Delhi Police, joined the keynote session on 2nd Day of the conference and highlighted the expectation of Police Department from this technology. Vladimir Finov from NIS GLONASS mentioned his motive to explore Indian market to develop business opportunities.

Dr (Mrs) Vandana Sharma, Dy. Director General, NIC, during the panel discussion mentioned that transparent processes and relevant data are a need of hour in nation's bid to achieve growth and reduce malpractices. B. Ramesh Kumar, General Manager, Mangalore Refinery and Petrochemicals Limited, also found this technology a significant solution for oil & gas companies to prevent pilferage. Taking the same issue along, Gautam Kumar, CEO, Roboticwares, discussed about food scam and theft in PDS and suggested how with usage of weight sensors and GPS trackers these can be brought down.

Shri S Subba Rao, Surveyor General of India, gave valedictory address. Surveyor General talked about the importance of geospatial data in the governance and immense increase in the usability of satellite navigation technology, which has given a great impetus to Global Navigation Satellite System and Positioning Technologies.

'Tracking & Navigation 2012, New Delhi', the first national conference on vehicle tracking fleet management and positioning technologies accomplished its mission of creating a platform for GNSS industry in India which will surely play a vital role in the growth of this industry. GPS Wire, after this great show in New Delhi looks forward to the bright future of this niche industry and becoming a contributor to the same.

■ Akarshita Srivastava



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For more information on the free seminar (by invitation only) please contact Akarshita Srivastava at;
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AEYZED MEDIA SERVICES

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The objectives of Aeyzed Media Services are to advocate and disseminate the essentials, significance and optimum utilisation of the Telematics and Machine-To-Machine (M2M) Technologies for the benefit of all stakeholders at large.

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As part of its service agreement with TAPA Asia, Aeyzed Media Services under the guidance of TAPA Asia organises high quality seminars and trainings on 'TAPA's Truck Security Requirements' and 'Freight Security Requirements', in India and Asia from time to time.