

Tata Motors introduces Telematics and Fleet Management Services

INTERVIEW



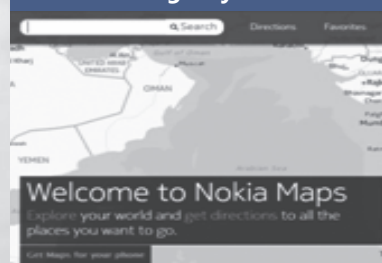
Anand Ramamoorthy
Country Head and Managing Director,
India Operations,
Harman International (India) Pvt. Ltd.

“ Harman works very closely with the biggest automakers across the world in bringing tight integration of personal smart devices such as phone and tablets into the car while ensuring compliance with automotive safety standards. ”

Bharti Airtel launches 'SmartDrive' navigation service



Nokia location data to power Ford's Emergency Assistance



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Agero powers Mitsubishi Roadside Assistance app

Magellan unveils RoadMate 9250T- LMB with enhanced safety features

ITT Exelis announces IDG – detect and locate GPS jammers

Google ranks #1 as indoor location provider

OEM telematics market in China to grow more than 10 million units in 2019

HARMAN

Premium Infotainment and Telematics Systems – easy to use with perfect connectivity for maximum driving pleasure... Mission Accomplished!

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Navigation – High-Guiding and Reality View. Get there stress-free, faster and more intuitively.



HMI – High-Resolution Graphics. Comprehensive information at a glance and in top quality.



Connectivity – Mobile WiFi Hot-spot. High-speed communication anytime for all passengers.



Speech – e-mail Dictation. The in-car office, convenient and free from distraction.

HARMAN

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Vehicle telematics in India – numbers are coming...

Travelling in hired Innova taxi from Delhi to Chandigarh, I was pleasantly surprised to find the driver was not over speeding or pressing the accelerator hard, after he had to slow down. Asking him how come he is driving so properly, his answer was 'he needs to get optimum mileage from the vehicle'. He further went on to explain how his employer pays for 1 litre of fuel for every 10km of billed travel. If he drives well and gets a kilometre or two more it's his bonus. Next question which came to me was where did he get the training? Is he open to in-cab coaching? He was prompt in his welcome reply to such features. Taxi operators are not only encouraging good driving habit, as a check for poor driving they write contact number on back of the vehicle, where in one can report poor driving of the given vehicle.

Driving habit has a long way to go in India, where most of the heavy vehicle and public transport drivers begin their career with some informal training. The in-job training is more or less non-existent. With some incentive schemes for drivers as used by private operators, there is huge room of improvement once we have in-cab coaching. Although, we are still some years away but I can see a strong pull to such features.

According to a leading market research firm, vehicle telematics industry will be over US\$ 500 million or INR 27 Billion or 2,700 Crores by 2015-16. We may be some years away from services like eCall or any other emergency alerts, but the need to have vehicle telematics for better management of fleet through: tracking of trucks, trailer tracking, freight security & monitoring, cold chain monitoring, vehicle navigation etc present enough reasons where the 'industry need' and hence the pull will drive the market.

Going by some ball park calculation:

(1) A simple vehicle tracking system device with life-span of 3 years cost around Rs10k/unit. (2) Monthly service

charge of Rs. 800/unit or yearly ~ Rs. 10,000/unit hence for three years total cost of hardware and service comes to around 40K/unit or an average of Rs. 13.5K/unit per year. To achieve turnover of over 2700 Crores, we should have nearly 2 million units installed and maintained on an annual basis in vehicle including: taxis, trucks, buses etc. Not an impossible number if we have the right environment and seeing the way utility combined with affordability works wonders in India (mobile phone). More over these numbers are worked through plain vanilla VTS. Enhanced services like engine health monitoring, driver behaviour monitoring, in-cab coaching, asset security and monitoring etc will only see the revenue going up with lesser number of installations. OEM Telematics will also be more prevalent in Indian market space by 2016. Truck manufacturers like Tata Motors, Mahindra and Mahindra and other are already introducing vehicle telematics in some of their newly launched models. They are likely to be introduced in other low end models in coming years. They may outsource the services or have franchisee models or leave it to the user to subscribe the service they find best suitable. According to some of the industry professionals, it is the last option which these manufacturers will opt for. Launch of service like FleetMan from Tata Motors indicate that vehicle manufacturers may experiment with some new service model.

Coming back to the market size in coming years, we need some base numbers to begin with, which is not there today. Many of the industry service providers whom we have been in touch with talk about the numbers in hundreds. Few from the industry have talked about couple of thousands of trucks or vehicle where they have installed the hardware and are maintaining it. Turnover from the vehicle tracking system are low and margins wafer thin, if we go by the industry speak. But the anticipation of "bull run" in vehicle telematics industry does keep us all going with positive attitude and hopefulness.

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Telematics Wire

Editor: Maneesh Prasad **Publisher & Printer:** Lt Col MC Verma (Retd.)

Directors: Maneesh Prasad | Subhankar Mitra | Lt Col MC Verma(Retd.)

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Designer: Pintu Kumar **Press:** Vinayak Print Media, D-320, Noida Sector-10, Noida - 201301

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Publication Address: Aezyed Media Services Pvt Ltd, 51, First floor, Pratap Nagar, Mayur Vihar Phase 1, New Delhi

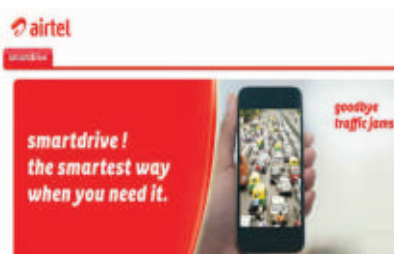
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Mysore rolls out ITS to facilitate commuters with better bus services

Mysore: KSRTC has rolled out the Intelligent Transport System (ITS) services in Mysore from September 17th. The service has facilitated the passengers with info like arrival of buses to stops, and details of movement of buses from select bus stops by sending SMSes.

The initiative is expected to address problems being faced by bus commuters like delay in arrival of buses to stops and lack of information about the subsequent stops. The Rs 23-crore project cost is supported World Bank.

Bharti Airtel launches 'SmartDrive' navigation service



New Delhi: Bharti Airtel has joined the navigation service market in India with its launch of SmartDrive. This comes within a week of Google unveiling a similar service on its existing map service in India.

While there is no charge to view map, the user has to pay Rs 99 per month for navigation and Rs 49 per month for live traffic data. It also has day pack available at Rs 10 per day for navigation and Rs 3 per day for live traffic.

SmartDrive is powered by Wisepilot online mobile GPS solution. SmartDrive mobile solution app uses Navteq Maps, including the 'Point of Interests' and traffic information. Navteq is Nokia's subsidiary and one of the digital map content providers. Wisepilot enables storage of all the maps and navigation data in the cloud. The app doesn't support offline maps and navigation due to which the users cannot download complete maps offline. SmartDrive has a drawback wherein the users cannot store map for offline use and needs to necessarily access maps for use navigation through internet. The SmartDrive app currently covers Delhi and NCR, Mumbai and Bangalore. By December,

the service will be extended to Hyderabad, Chennai and Pune.

In India, other GPS based navigation services are provided by Google, Yahoo, MapmyIndia and others. Google has further launched its voice based navigation service for six cities. Its will not be easy going for Airtel to create space in the mobile navigation market as SmartDrive has fee structure associated with it for access of additional feature like traffic data or turn by turn driving direction. No wonder this strategy has left many of us wondering what is Bharti Airtel's game plan, to corner a market share when similar service is coming free from Google.

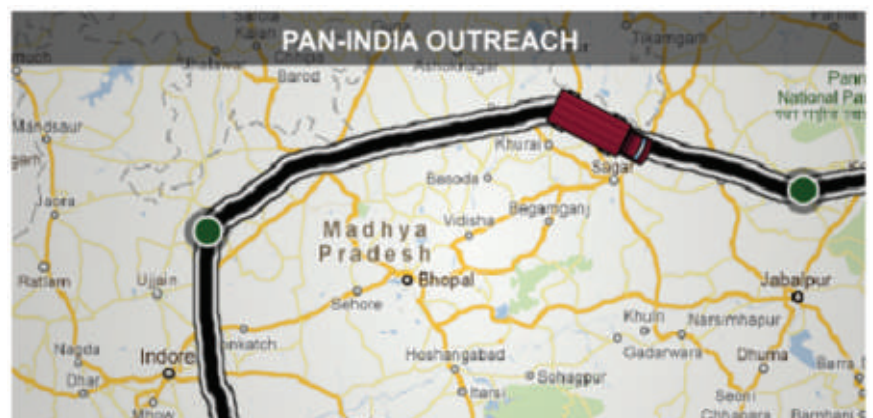
Tata Motors introduces telematics and fleet management services

New Delhi: Tata Motors has introduced a Telematics & Fleet Management Service, branded Tata FleetMan. Targeted at commercial vehicle fleet owners and large consigners of goods, the service offers advanced Telematics solutions, which will help in increasing productivity and profitability. Tata FleetMan will initially be introduced on new tractor-trailers, but will be available on the entire Tata Motors Medium & Heavy Commercial Vehicle range in the coming months. The service will also be extended to existing vehicles, through aftermarket fitments.

The Tata FleetMan Telematics and Fleet management service have been designed to address pressing concerns of the transport industry, targeted at the commercial vehicle fleet owner.

Through Telematics solutions like fuel management, driver management and remote diagnostics, Tata FleetMan enables telematics services like fuel and driver management plus remote diagnostics, which work through information technology and telecom equipment.

With features like real time fleet tracking, sms Alerts, Geo-fencing and trip



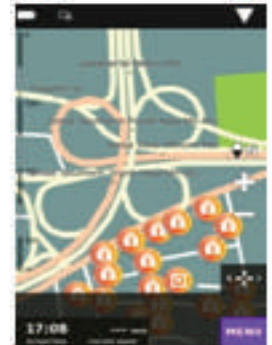
management, Tata FleetMan will help fleet owners increase productivity and profitability of their transport business. The service will carry an annual subscription charge and will be marketed through the Tata Motors commercial vehicle dealer network.

Recently, TATA Motors' signed a strategic multi-year relationship with HARMAN to develop and supply branded audio and infotainment solutions. The launch of Tata FleetMan service marks TATA Motors' another foray into telematics segment after the acquisition of Tata AutoComp Mobility Telematics by Trimble in 2010.

SatNav integrates Google Search with SatGuide V10 navigation software

H yderabad: SatNav Technologies has integrated Google Search into its turn-by-turn GPS navigation software. The app provides navigation for Android, iPhone, Windows and tablets across all of India. Those who purchase the app are able to install the SatGuide V10 software and/or application . Google

Search further enhances the navigation experience for users wanting to surf the Web while travelling, making the app a highly useful and all-inclusive tool to guide people where they need to go, fast.



Delaying the inevitable

R ecently the Delhi High Court has given approval to installation of GPS/GPRS devices in auto rickshaws in the capital, saying it will make commuters safe. Previously, a number of rickshaw drivers filed a petition against the policy citing that the cost of GPS installation is unbearable for them. Auto-rickshaws in Delhi will have to pay Rs 13,500 upfront for the GPS and printer. The GPS device is selected by the Delhi Integrated Multi-Modal Transit System Ltd. However, the bench dismissed the petition and stated that the reduced installation cost would put no burden on the petitioners. The bench is also of the opinion that installation of GPS/GPRS would create a proof or evidence of the route taken by the auto rickshaw driver. Furthermore, the court order has permitted auto-rickshaw drivers to charge 50 paise per kilometer built up in the fare itself, which the court says will help recover Rs 7,500 from the cost of equipment installation.

While opposing the GPS installation in autos, the auto rickshaw union leader stated that the government had made a commitment to install GPS in buses, but it has not been done so far.

First, the government should install this system in DTC buses, then it should think of autos and taxis.

Amidst all this hoopla around GPS installation in India, several countries across the world have declared the installation as a policy mandate. Countries like Russia, Cuba, USA, etc. are at the verge of launching GPS in public transport for enhanced travel experience for commuters.

Brazil's National Traffic Council (CONTRAN) issued a new resolution



that says all new passenger cars and trucks will require telematics systems like GPS installation by the end of 2011. The rule applies to vehicles built in Brazil and those imported into the country. India on the other hand is still skeptical about the feasibility of the tracking idea and is still, toying with the benefits of tracking technology. As a result, whenever it comes to the implementation of the policy, the delay in decision making from the government's end leaves the suppliers with cold feet.

In June 2012, similar to Delhi, Goan tourist taxi owners vehemently opposed the GPS installation in the vehicles and the govt. plan to install the device to prevent fleeing of tourists and passengers in the state was stalled. In 2010, Pune Mahanagar Parivahan Mahamandal Limited (PMPML) had floated tender inviting agencies to sponsor GPS for city autos, as PMPML officials were aware that the cost of GPS installation would be unbearable for auto rickshaw drivers.

However, in that scenario also no one came forward for the rescue. Now, the question remains is why a particular section is so very against the installation of GPS in their vehicles, even when the Court has given the verdict and shown the way out. The lack of awareness alone cannot be blamed for opposing the GPS installation. It is the comfort of non traceability and tracking which persuades the auto walas to go against the idea totally. Overcharging, rash driving, taking long routes, etc. fetches the auto walas the money they want and that too without any restraints. Sooner all the stakeholders understand that GPS installation in public transport is need of the hour and is inevitable in every sense, better it will be for India.

Akshara Narendran

NIS GLONASS inaugurates first demonstration office in India

Mumbai: NIS GLONASS has inaugurated its first showroom in demonstration office, India, which eventually will be transformed into the GLONASS Competence Center very soon.



Attendees of the inaugural event comprised representatives from Indian companies, consuls of RF and US, management from Moscow NIS GLONASS headquarters and representatives from SISTEMA. According to the NIS GLONASS officials, the main purpose of the showroom is to demonstrate NIS GLONASS products and solutions specifically for Indian and worldwide market, as well as training and education of customers and partners. NIS GLONASS plans to open their next showroom in Delhi. In October, NIS GLONASS will be hosting Russia-Indian business forum aiming to share the NIS GLONASS plans for India.

Mahindra Satyam launches infotainment solution using MirrorLink

Hyderabad: Mahindra Satyam has unveiled its infotainment solution under the patronage of its "Connected Vehicle Concept". The solution uses MirrorLink for functionalities such as navigation, and multimedia capabilities. Some of the key features of the solution include – a

user friendly health module, vehicle diagnostics system, and seamless integration with app store.

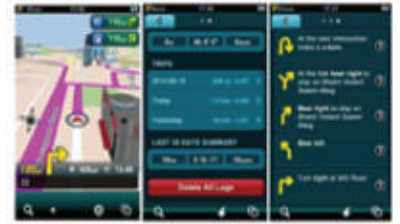
The high-end solution boasts of superior safety features delivered through the service delivery platform while the low-end solution offers complete infotainment capabilities, at



a competitive price point. The concept also offers a rear-seat entertainment solution and thereby provides an enhanced user experience through a complete entertainment and enterprise solutions package that will keep the user constantly connected to the office and home environment. The user can also enjoy a host of other services such as access to public utilities, emergency services and financial institutions. In near future, Mahindra Satyam plans to integrate Speech recognition, text-to-speech technology, gesture recognition, health monitoring, driving pattern tracking, driver assistance apps, compliance to driver distraction guidelines and much more within the system as a part of its commitment to develop advanced functionalities.

MapmyIndia unveils 'Don't Panic' GPS navigation app for iOS

New Delhi: MapmyIndia has launched "Don't Panic", an all-new, full-featured maps and GPS navigation app for iPhone, iPad and iPod touch users in India. The app is available for iOS6 and all other versions. Don't Panic stores all map data on the user's device. This gives users freedom from any data transfer



charges and their devices independence from internet/data connection to access maps and navigation.

Don't Panic also comprises accurate map coverage of MapmyIndia, including thousands of cities at street level and millions of points of interest across India. The app helps users find any place easily, search for what is nearby and reach their destination conveniently.

BMTC to streamline bus operations with GPS and e-ticketing

Bengaluru: Bangalore Metropolitan Transport Corporation (BMTC) has announced to streamline the bus operations and monitoring traffic revenue collection with the implementation of IT-enabled services.



The service is being outsourced to a private company on a five year agreement at an annual cost of Rs. 15 crore. The private company will offer infrastructure comprising GPS gadgets for buses and electronic ticketing machines (ETMs), for online monitoring of operations and revenue collection.

Could you please tell us about the Harman International India initiative?

Harman International Industries Inc designs, manufactures and delivers a wide range of premium audio and infotainment solutions for the automotive, professional and consumer lifestyle markets. Harman began its India operations three years ago and has been growing steadily in size and scale since then.

How has been the presence of Harman International so far, in the Indian market space?

In the last 15 months we have grown aggressively. Our headcount has doubled (150 to 350+) and we recently inaugurated our new development center in Pune and acquired our third office space in Bangalore.

We have built sales and marketing infrastructure for our consumer lifestyle and automotive business from scratch. There has been a complete realignment of distribution channels aimed at profitably growing the India business from the current \$50M level to \$300M in less than 3 years.

In April, we were awarded the Tata infotainment business valued at \$250 M (lifetime revenue).

As a part of this deal, Harman is creating custom audio, navigation, and multimedia solutions for vehicles across Tata's model lines. Additionally, we won the Branded Audio business from Tata and we would also be supplying speakers to Mahindra Reva's NXR. We are in advanced discussions with many Indian and Global OEMs for India Infotainment and Telematics Solutions.

We are working towards setting up a manufacturing facility which is expected to be operational by Q3-2013.

While Harman has been into the high end vehicle entertainment segment, do you think we in India are ready to move towards the much anticipated infotainment in the vehicles?

Increasing penetration of smart-phones and tablet devices has helped deliver information and media content to an Indian consumer in way that was not possible earlier. A consumer today has a strong need to be connected and online always. In addition, the preference to have a high quality audio experience in the car is also increasing. These trends are driving greater adoption of line-fitted Infotainment systems by OEMs in India. We believe Harman India with its global experience, strong local engineering and understanding of Indian customer needs is well positioned to deliver.

Do you feel the growth of infotainment and more and more devices and application getting integrated to the infotainment system is adding to the distracted driving?

Harman is a world leader in enabling technology and device integration in a safe, driver-

friendly way inside an automobile. Harman works very closely with the biggest automakers across the world in bringing tight integration of personal smart devices such as phone and tablets into the car while ensuring



Anand Ramamoorthy

Country Head and Managing Director, India Operations
Harman International (India) Pvt. Ltd.

compliance with automotive safety standards. A good example of this would be Harman's Aha Radio & Connected Car technology platform which brings media, news and other content in an automotive friendly manner inside the car.

Would you like to comment on recent acquisition of Interchain Solutions and how it adds to the value proposition or market presence for Harman in Indian market?

Telematics is a strategic growth segment for Harman India and we are actively focusing on targeting customer opportunities in this space. Acquisition of Interchain enables Harman to deliver both entry and high level Telematics solutions to Automotive Passenger & Commercial OEMs, Transportation, Logistics market segments in India.

Anand Ramamoorthy is Country Head & Managing Director at Harman India mandated to grow Harman mindshare and market share. Anand has a Bachelor of Engineering degree from Indian Institute of Technology (IIT), a Master of Science degree and an MBA from Leavey School of Business (Santa Clara University, California). He is a frequent speaker at industry events and a chartered TiE member.

BringGo from Chevrolet: smartphone dashboard app



USA: Chevrolet is making a radical departure from its approach to turn-by-turn navigation services. After using parent company General Motors OnStar service since its inception, Chevy is offering a competing alternative in its Sonic and Spark automobile lines. Called BringGo, it's an integrated smartphone-dashboard system—Chevy's first attempt at a bring-your-own-maps nav service in any of its vehicles.

The app connects to MyLink through Bluetooth or USB and uses the dash's built-in 7-inch letterbox monitor to render 3D colour maps complete with traffic data. It uses the phone's GPS and other sensors, but you can access all of BringGo's controls through the car's touch screen interface. There's even an option to use Google Local Search to find businesses, events, and points of interest. The app will be available for download in the iTunes and Google Play stores in the fourth quarter, and the in-dash software will come installed in all new Spark and Sonic models with Chevy's MyLink connected car system.



HARMAN to set up infotainment development center in Northern Chicago

USA: Harman International Industries has announced its plan to establish a software engineering center in the northern Chicago suburbs to further expand on its global network of Infotainment engineering and development centers. The Company's newest engineering center will lead the development of connected car infotainment systems and automotive-grade cloud platforms.

Hyundai Netherlands rolls out five year NAVTEQ MapCare map update programme

Netherlands: Hyundai has started a five year NAVTEQ MapCare map update programme – a map update package Throughout this period new car buyers with line fit navigation systems will have the most recent map version installed for free by their Hyundai

Agero powers Mitsubishi Roadside Assistance app

USA: Mitsubishi Motors North America has launched Mitsubishi Roadside Assistance app for the iPhone. The app is designed to give customers access to roadside aid for common problems including a flat tire, lock-out assistance, fuel delivery, a jump start or even a tow to the nearest authorized Mitsubishi Motors dealership should it be required.

dealer when bringing the vehicle in for its annual service. For the lifetime of the vehicle's 5 year warranty (even if the car is sold on to a second owner), the update programme simplifies the process for the driver of keeping maps up-to-date. Administration and logistics attached to the map updates



are being handled by Nokia Location & Commerce.

Telenav makes Scout available for Ford SYNC AppLink

USA: Telenav has announced that Scout is made available in Ford vehicles through SYNC AppLink. Scout integrates with SYNC AppLink to provide hands-free, voice-activated access to directions, local search, gas prices and more. Drivers can hear directions through the car's speakers and see turn by turn prompts on the radio display.

"e-Assist"

In a later development, Mitsubishi Motors Corporation (MMC) has developed "e-Assist" a new active safety system that uses millimeter-wavelength radar as well as a camera to further increase driving safety and peace of mind. MMC will use the e-Assist system for the first time on Outlander SUV which is to be released this October in Japan.

Comprising the three functions namely Adaptive Cruise Control System (ACC), Forward Collision Mitigation System (FCM), and Lane Departure Warning System (LDW), e-Assist supports safer driving on occasions when accidents are more likely to occur, such as on long-distance journeys, etc.

Qualcomm adds Novacom's Vwise to its Cargo Control in Europe

Netherlands: Qualcomm Enterprise Services Europe BV has announced the addition of Novacom's Vwise to its Cargo Control, which offers Cargo Control offers remote monitoring and control of assets and loads whether the trailer is connected or not. Cargo Control has optional features including as reefer integration, door lock monitoring, Electronic Braking System (EBS) integration and sensor options (i.e. temperature control, curtain, door). Fleets can access Cargo Control through a unified user interface, the FleetVisor web portal.

PeopleNet fuel management solution added to McLeod LoadMaster

USA: PeopleNet has announced application integration with McLeod LoadMaster, where fuel stops are added to the driver's route to optimize fuel purchases and consumption and curb out-of-route fuel expense. Carriers equipped with PeopleNet TABLET or BLU onboard computers that run Automated Workflow and In-Cab Navigation, McLeod dispatch software, and a fuel optimization package can automatically insert in the driver's dispatch fuel stops that optimize routing and reduce out-of-route miles.



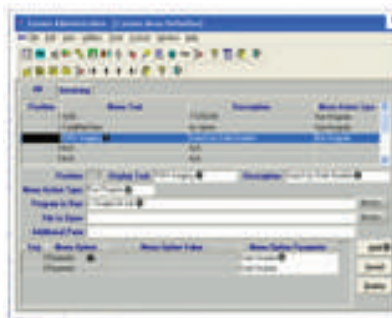
MiX Telematics to launch performance-driven fleet solutions

Germany: Mix Telematics has announced launch of Mix Rovi – a new product that will help fleet operators to run their fleets more efficiently. This intuitive, in-cab display is set to help operators optimise communication between drivers and the office. The seven-inch colour touch screen also serves to provide drivers with immediate feedback on their driving style, using real-time alerts to notify them when they over-rev, over-speed, idle excessively, or brake or accelerate harshly.

WABCO upgrades TrailerGUARD telematics technology

Germany: WABCO Holdings has unveiled the enhanced version of its trailer remote diagnostics technology. TrailerGUARD telematics system for trailer fleet management. TrailerGUARD's remote diagnostics function

has trailer's electronic braking and air suspension control system. It allows remote diagnosis by providing information about the trailer's technical status in real-time. With its new remote diagnostics function, TrailerGUARD enhances real-time support during transport.



SkyBitz and TMW Systems launches integrated trailer-tracking solution

USA: SkyBitz and TMW Systems have unveiled an integrated trailer-tracking solution. The integrated SkyBitz / TMWSuite solution offers for-hire and private fleet carriers a more robust portfolio of solutions for managing their fleets.

The integration utilizes visibility and management services from SkyBitz directly delivering trailer specific information to TMWSuite, driving better planning decisions and improved asset utilization. The combined solution will provide customers of both companies the ability to centrally monitor and track trailers in TMWSuite to gain real-time operations information, trailer utilization, and location.

SkyRouter: a cloud-based solution for connectivity with mobile assets

USA: Blue Sky Network has unveiled SkyRouter mobile application, a fleet management portal for land mobile, aviation, and marine applications. New SkyRouter is a cloud-based solution designed to support connectivity with remotely dispersed mobile assets including Blue Sky Network's advanced dual-mode GSM and Iridium tracking and communication services. Features of the New SkyRouter mobile application include GPS location, fleet asset lists, breadcrumb mapping, active asset indication, automated event reports, and drill-down on asset events.



TomTom launches advanced reporting suite

USA: TomTom has rolled out its advanced reporting suite for online fleet management application WEBFLEET, a new set of 40



comprehensive reports will provide businesses with superior insights into fleet operations to help them reduce costs, comply with legal obligations and improve efficiency, productivity and customer service. The new reports and improved reporting functions have been developed following in depth consultations with TomTom's business customer base.

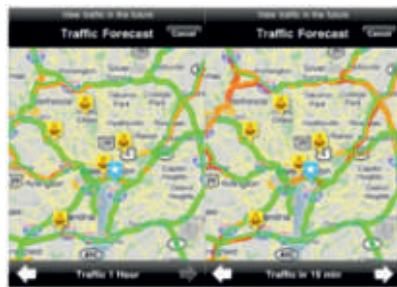
TomTom unveils HD Traffic 6.0

Germany: TomTom has unveiled the latest version of its real-time traffic information service. TomTom HD Traffic 6.0 offers more precise information about road works, road closures and jam locations, helping drivers to get to their destinations faster.



Tests indicate that up to 65% more closed roads are identified when using TomTom HD Traffic 6.0 compared to HD Traffic 5.0.

Garmin offers live traffic in collaboration with INRIX



USA: Garmin has joined hands with INRIX to provide up-to-the-minute traffic information across the DAB (Digital Audio Broadcast) network. By leveraging the latest breakthroughs in DAB technology, INRIX will help Garmin deliver better, more detailed live traffic data, updated more frequently and without an internet connection. This new generation of "Garmin 3D Traffic Live" will provide

Garmin customers access to fully featured live traffic information without any subscription costs, meaning Garmin can offer subscription free live traffic services for life.

Nokia location data to power Ford's Emergency Assistance

Netherlands: Nokia has announced that its Location & Commerce business is supplying modified pan-European reference data to the Ford Motor Company to enable its Emergency Assistance technology to not only identify the location of the driver in need of help, but also the appropriate language needed to alert local emergency service operators. This system saves crucial seconds by sending automated voice messages and co-ordinates directly to local emergency service operators in their own language, rather than first routing through a third party call centre.



Evogi unveils game-based UBI platform

USA: Evogi has unveiled its new game-based UBI platform for auto insurance companies and their customers. The Evogi virtual world gamification platform allows consumers to receive immediate feedback on their driving behavior in a fun, friendly format. Additional features of the Evogi virtual world live map include content feeds for fuel, parking, traffic and weather information; user-generated and expert content, etc.



ITT Exelis announces IDG – detect and locate GPS jammers

USA: **ITT EXELIS**
Exelis

has announced launch of Exelis, GPS Interference, Detection and Geolocation (IDG). It will provide near real-time geolocation of intentional and unintentional GPS jamming sources through a network of sensors and geolocation technology.

IDG is based upon a network of threat detection sensors that are networked to a centralized server running Exelis-developed geolocation algorithms. The Exelis solution would benefit a broad range of GPS customers and users. Jamming devices can send out signals capable of disrupting the synchronization of a utility power grid and creating significant infrastructure and economic damage. In each of these scenarios, IDG would detect, analyze and geolocate the hostile signal, sending the intelligence through a secure network in order for the user to mitigate the threat.

NVS Technologies unveils embedded mini GNSS receiver

Switzerland: NVS Technologies has unveiled the NV08C-Mini PCI-E Embedded Mini PCI Express GNSS Receiver. The NV08C-Mini PCI-E is a fully integrated GNSS receiver module, optimized for Mini PCI Express (Mini-PCIe) based applications.



Its key feature is its full compatibility with GPS, GLONASS, Galileo, QZSS, COMPASS (GNSS), and EGNOS, WAAS, MSAS, and GAGAN (SBAS). It is specifically designed for use in a wide range of mobile computing, in-vehicle and rugged handheld computer equipment, for the security/public safety, telematics/fleet management, and precision GIS/survey, machine control, and agriculture markets.

Navigil unveils programmable tracking device for intelligent track and trace applications

Finland: Navigil, manufacturer of programmable GNSS tracking devices for intelligent track and trace applications, has launched the new Navigil TD230 OEM Tracker, a white-label wireless tracking device. The small and ultra-low power-consuming device is programmable to enable a wide range of track and trace applications including personal safety, fleet management, vehicle black boxes, on-board diagnostics and insurance telematics.

NVS Technologies unveils embedded mini GNSS receiver

Switzerland: NVS Technologies has unveiled the NV08C-Mini PCI-E Embedded Mini PCI Express GNSS Receiver. The NV08C-Mini PCI-E is a fully integrated GNSS receiver module, optimized for Mini PCI Express (Mini-PCIe) based applications. Its key feature is its full compatibility with GPS, GLONASS, Galileo, QZSS, COMPASS (GNSS), and EGNOS, WAAS, MSAS, and GAGAN (SBAS). It is specifically designed for use in a wide range of mobile computing, in-vehicle and rugged handheld computer equipment, for the security/public safety, telematics/fleet management, and precision GIS/survey, machine control, and agriculture markets.

GadgetTrak – tracking application for Amazon Kindle Fire

Portland: GadgetTrak has announced compatibility with Amazon's Kindle Fire, Amazon's flagship device and a partnership with Skyhook to enable accurate location on its Kindle Fire app. GadgetTrak Mobile Security brings location tracking, remote alarm activation, encrypted backup and data wipe to the Kindle Fire line of devices.

The patent-pending GadgetTrak Mobile Security platform is the first cross-platform mobile security applications that not only tracks stolen devices, but empowers device owners and administrators with the ability to encrypt, backup and wipe sensitive data from devices. Since launching last year GadgetTrak Mobile Security has won awards from CTIA, MIT, Mobile Star and others.

Magellan unveils RoadMate 9250T- LMB with enhanced safety features

USA: Magellan has introduced the Magellan RoadMate 9250T-LMB vehicle navigation GPS to provide consumers with a complete safety and convenience solution featuring Bluetooth 'Safe Texting' and an extra-large 7-inch display designed for large vehicles and people who need a larger screen for more comfortable viewing.

The Magellan RoadMate 9250T-LMB GPS includes a 7-inch high-resolution touch screen that gives drivers the highest level of viewing comfort when reading maps and other content on the GPS. Included with the RoadMate 9250T-LMB is a fully adjustable, heavy duty extension mount for positioning the GPS on or below the dashboard or off a windshield, making the GPS convenient to view especially in larger size vehicles.

Google ranks #1 as indoor location provider



United Kingdom: Google has been ranked highest amongst 27 indoor location companies in the latest competitive assessment released by ABI Research. The company's indoor mapping, analytics/advertising capabilities, and potential to support a variety of indoor location technologies place it in a very strong position to address the huge revenue potential of this market.

Google ranked highest on innovation, with Motorola/Nearbuy ranked second. On implementation, the combined efforts of Nokia and Microsoft topped the list, followed by Google, Qualcomm, Cisco/Meridian, and shopkick.

OEM telematics market in China to grow more than 10 million units in 2019

China: The total market size of original equipment manufacturer (OEM) in-vehicle telematics systems is quite small in China right now; however, IMS Research forecasts it will grow dramatically over the next decade. In "The Chinese Market for In-Vehicle Telematics Systems – 2012" report, it is stated that shipments of OEM telematics systems in China are projected to be more than 10 million units in 2019, 13 times bigger than the number of units shipped in 2012.

By 2016 family locator services to scale 70 million active users in Europe and North America

USA: According to a new research report from the analyst firm Berg Insight, the number of active users of family locator services in Europe and North America is forecasted to grow from 16 million in 2011 at a compound annual growth rate (CAGR) of 34 percent to reach 70 million in 2016. In terms of number of users, family locator services is the largest segment for people monitoring and safety solutions based on either GPS-enabled smartphones or dedicated cellular/GPS location devices. Berg Insight estimates that there are already 5 million users of the first generation social alarms connected to wireline networks in Europe and North America.



Indoor maps and services to cross \$2.5 billion by 2017

USA: ABI Research's latest report, "Indoor Maps: Winners, Losers, and Revenues," forecasts that the indoor maps and services will scale \$2.5 billion by 2017.

One of the major findings of the report was the importance of retail, in particular the grocery, clothing, DIY/warehouse, and shopping mall verticals. Google's current strategy of free but inaccessible maps has led to

19 million drivers globally to have a telematics based insurance policy by 2017

USA: According to a research report "Connected Car: The future of telematics insurance on the automotive industry," from Global Information Inc. forecasts that by 2017, up to 19 million drivers



disillusionment, with retailers now more than happy to pay to own the maps, and build applications and services themselves. The report also highlights the enterprise market, where maps will bring staff, production, and building efficiencies, as well as providing new health and safety features.

worldwide will have an insurance policy that relies on some form of telematics being fitted to their cars.

The report forecasts that by 2017 up to 19 million drivers worldwide will have an insurance policy that relies on connected car technology. The bulk of this growth will come from Europe and USA, where insurers are particularly keen to search for new ways to manage risk and enhance their relationship with customers.

Czech: Orange M2M to power Openmatics fleet management service

USA: Orange Business Services (OBS) has signed a contract to build an M2M communications infrastructure for open Czech telematics platform provider Openmatics, a subsidiary of Germany's ZF group. As per the agreement, OBS will provide Openmatics scalable M2M communications infrastructure and will implement a managed connectivity service enabling seamless ordering, activation and tracking for Sims at an innovative portal. The Openmatics on-board unit embedded with Orange M2M connectivity services will act as the vehicle gateway. Data recorded and received by the on-board unit is transmitted over the Orange network from and to a Web-supported portal. With this service, the location and status of trucks and busses can be monitored anywhere, apps, configurations and media files can be sent to the vehicles anytime. In addition, vehicle manufacturers and third parties can develop their own apps for more efficient fleet planning and management, offering them for download through the Openmatics' web shop.



to generate efficiencies and maximize profitability.

The Supply Chain Management solutions connect enterprises directly to the point of purchase through a variety of sensors and monitoring capabilities, allowing business decision logic to be distributed across the entire system, and providing real-time intelligence throughout the Supply Chain.

Numerex's Supply Chain Management portfolio includes all the necessary components – sensors, network elements, mobility and enterprise management interfaces – to deliver a single source solution that can be completely integrated into a company's Enterprise Resource Planning (ERP)

Telefónica and La Caixa invest 3 million euros in intelligent systems for transportation

Spain: Telefónica Digital, through the venture capital division Telefónica



Ventures, and "La Caixa", through Caixa Capital TI have announced a joint investment of 3 million euros in addFleet, a company specialised in intelligent systems for transportation. The purpose of the investment is to promote the commercialisation of the company's products worldwide.

addFleet has developed a new mobility system based on cloud computing that uses mobile devices to connect vehicles to taxi dispatch centres and users with M2M technology.

Once the application has been

downloaded to the mobile devices, users may then request a taxi service quickly, easily and free of charge. The application, which is also free, also lets them follow the route of the vehicle, which results in shorter waits because the customer will know when the taxi is approaching the pickup point.

Numerex rolls out supply chain solutions portfolio

USA: Numerex Corp has launched Supply Chain Management solutions portfolio, which enables enterprise customers to optimize their inventory management. These Supply Chain Management solutions provide real-time information regarding product sell-through, usage and availability, which can be delivered directly into a variety of business intelligence and inventory systems, enabling businesses



systems. The supply chain management solutions provided by this new portfolio can be used to monitor inventory on retail shelves, levels of bins or other containers, location and status, and many other events.

The Numerex Supply Chain solutions are built upon Numerex's secure horizontal service delivery platform, Numerex FAST, which enables dynamic management or network services, device management and applications including data consolidation, manipulation, and delivery through web-based and smartphone applications.

DiMi Telematics unveils GreenFreak.com

USA: DiMi Telematics has launched GreenFreak.com, an online interactive portal designed to bring 'green' knowledge to new heights by empowering users worldwide with its comprehensive, searchable database of "all things green on the Internet." The web portal, found at www.greenfreak.com, features links to green-oriented websites; videos; sustainable products; environmental news and services; and "simple steps to living green" tips and ideas; among much more.

Telit's GPS, M2M technologies and m2mAIR services powers tracking system for automotive industry

UK: Monitech Sp. z o.o. and Telit Wireless Solutions have announced the launch of Monitech's Car Lighter Tracker or CLT, a zero-Installation compact tracking device based on Telit's cellular M2M, GPS+GLONASS satellite location module technologies, and new m2mAIR high-value connectivity and management services. Designed for the automotive aftermarket and fleet management segments, the product is supported by flexible and easy to use web and mobile application tools.

The CLT is a compact device that operates directly from its mounted position in the car's cigarette lighter or 12VDC power port. It is equipped with



Telit's Jupiter SL869, a state-of-the-art 32-channel global position satellite receiver module capable of obtaining a position fix from either GPS or GLONASS satellite constellations. This capability gives the CLT superior precision and speed, making it possible for vehicle coordinates to be obtained quickly even in areas traditionally challenging for GPS-only tracking devices, such as urban canyons and above-ground parking garages.

Besides ultra-accurate tracking while parked or driving, built-in high-sensitivity accelerometers which will be incorporated into the product's second generation planned for release next year, will allow the CLT to detect attempted intrusions or collisions while the vehicle is parked. When these are detected, alerts can be transmitted according to user programmed preferences, via Facebook, Twitter, SMS-text message or e-mail to law-enforcement or other recipients. CLT users can manage tracking and alarm settings through an easy to use online

portal or through mobile apps available for iPhones, or Android devices.

u-blox unveils cost-effective UMTS/HSPA wireless modules

USA: u-blox has expanded its LISA 3G module series with two new products: the LISA-U260 supporting frequency bands II and V used mainly in the Americas, and LISA-U270 supporting bands I and VIII used mainly in EMEA and most of Asia. These two new LISA modules complement u-blox' current line of LISA-U200/U230 universal UMTS modules which support all 6 global UMTS bands, and LISA-C200 CDMA modem dedicated for devices operating in the USA.

The modems are targeted at machine-to-machine solutions like security systems, fixed wireless terminals and metering, as well as automotive applications such as in-car infotainment, connected navigation, emergency call, fleet management, and anti-theft systems. Other applications include mobile Internet terminals, tablet computers and personal tracking devices.



Bluegiga unveils modules based on CSR Wi-Fi technology

USA: Bluegiga has announced the availability of two new modules based on CSR Wi-Fi technology. The new modules – Bluegiga WF111 and WF121 – are designed for embedded



applications requiring reliable Wi-Fi connectivity and can be quickly and easily designed into new products by developers.

The new CSR-powered Bluegiga modules come with an embedded implementation of 802.11 MAC and TCP/IP software and include a powerful, easy-to-use Bluegiga command interface to manage connectivity functions, such as Access Point discovery, associations and connection establishment – keeping Wi-Fi operations simple and transparent for the end user. In order to simplify and speed up development, the Bluegiga modules also come with a range of libraries for various host systems in source code format.

Globalstar unveils satellite interface for remote M2M monitoring applications

USA: Globalstar value added manufacturer Lasso Technologies has introduced an innovative satellite interface which allows easy and affordable access to the Globalstar satellite network for remote M2M monitoring applications. The new Lasso interface provides Globalstar SmartOne Simplex Device connectivity to a variety of external sensors and devices supporting Analog (Voltage and Current), Frequency, Event Counters, RS-232, SCI, I2C, ODB2 and J1939 inputs.

Mobile network operators can earn fivefold profit with M2M cloud based services says research

UK: Jasper Wireless and Machina Research have announced the results of a new industry research project (white paper) which indicates that mobile network operators



(MNOs) that implemented a cloud-based M2M services management platform could potentially see a five-fold profit increase.

Machina Research predicts that there will be 2.1 billion cellular M2M connections worldwide by 2020 and expect that the addressable market for mobile operators in M2M will total USD373billion in 2020.

Communication module market to grow at CAGR 32.4% from 2012 to 2017

USA: Research and Markets has launched their latest report "Machine to Machine (M2M) Market Global Forecast & Analysis (2012 – 2017) by Hardware Components, Technologies & Applications." Some of the key factors driving the market for M2M solutions include growing range of successful applications, regulatory mandates, penetration of 3G technology, and launch of 4G technology.

Amongst the different hardware components used in M2M solutions, the market for communication module holds the highest share as of 2011 and is expected to grow at a CAGR of 32.4% from 2012 to 2017. Some of the predominant technologies utilized for

communication in M2M solutions are 2G, Ethernet, WiFi, Power Line, and ZigBee. While 2G technology held the highest share of M2M market as of 2011, the market for ZigBee technology is expected to grow at the highest CAGR (33.8%) from 2012 to 2017. This is mainly attributed to its benefits such as low power consumption, low cost, and fast connection time for end-devices. With respect to different application sectors wherein M2M technology is utilized, consumer electronics sector is observed to hold the highest share of 30.9% in 2011.

Global M2M wireless network services market to grow at 29.4 percent by 2015

USA: TechNavio's analysts forecast the Global M2M Wireless Network Services Market to grow at a CAGR of 29.4 percent over the period 2011-2015. TechNavio's report, the Global M2M Wireless Network Services Market



2011-2015 indicates one of the key factors contributing to this market growth is the increasing number of mobile devices and better network coverage. The Global M2M Wireless Network Services market has also been witnessing advancements in M2M technologies. However, the increasing need for high investment in M2M infrastructure could pose a challenge to the growth of this market.

Key vendors dominating this market space include China Mobile Ltd., AT&T Inc., Vodafone Group plc, and Verizon Communications Inc. Other vendors mentioned in the report: T-Mobile International AG, Sprint Nextel Corp.,

Telenor Group, Telefonica S.A., Orange S.A., Deutsche Telekom AG, and KPN N.V.

M2M connections and revenue fail to scale the predicted growth

USA: A new report from Informa Telecoms & Media says M2M growth is lagging behind industry expectations, with 132 million mobile connections in June and \$5.68 billion (£3.5 billion) revenue generated in the previous 12 months.

Informa Telecoms & Media gives three reasons why the predicted growth of



M2M appears to have been exaggerated. It says connectivity is unlikely to find its way into everything we own and may often be on a per-household basis rather than per-person. It also says many M2M connections will involve one or more steps of aggregation, noting that only a portion of all M2M connections will be cellular. In addition, Informa also notes that reporting of M2M connections is inconsistent and is often combined with cellular connectivity for other devices.

According to the report, much of M2M's current value comes from fleet tracking, while newer services such as digital signage are also showing strong average revenue per connection. Volume is coming from lower-value areas such as smart metering and potentially from eCall-enabled vehicles in the future.



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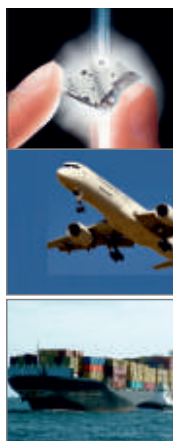
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