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- Nokia acquires Earthmine

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- LBS industry to generate \$6 billion revenue by 2017

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# Editorial

## Year 2013 and the telematics industry in India

Starting the journey of Telematics Wire, about a year and half ago, it has been like approaching the market full of promises and hope. The market research firms forecast numbers which were impressive for the industry. The application possibilities are immense and there appeared almost all the industry segment, which we can list and they appear to benefit from vehicle telematics.

Vehicle Telematics for bunch of us, who are contemplating publication initiative in this domain has been like a golden hut on the hill top. Our journey began with hope that we have to be a part of this vehicle telematics industry and so decided to join the group.

The journey has been, 'so far so good', but as we enter into the Year 2013, we have our job cut out. The vehicle telematics industry in India, while having immense potential, has the opportunity and challenge of covering longer distance in shorter time, if there are certain things put in place. For the entire wish list of the telematics industry to be fulfilled, it's not just Ministry of Heavy Industries or a government department which if convinced, can effect these changes. Ministry of Communications and Information Technology, Ministry of Petroleum and Natural Gas, Ministry of Road Transport & Highways and Ministry of Urban Development are some of the ministries in India will have to be engaged in the discussion if we, the telematics industry, were to accomplish our wish list.

Some of the need/issues shared by industry professionals are:

1. Requirement of mechanism/body/certifying agency for standardization and regulations for telematics industry including its maps and software. [Rakesh Verma, MapmyIndia]
2. Standards for vehicle telematics products. [Vladimir Finov, NIS Glonass]
3. Need to look at vertical segment specific standard for products and services.[Ravindran Natrajan, Trimble Navigation]
4. There are existing standardization procedures and Automotive Research Institute should be approached for new standards.[Rajiv Arora, Atracker]
5. Need to look at product/device standards versus performance standards. Need for development of SIM Card less technology. [Krishnamurthy Vaidyanathan, EI Labs]
6. Need to have industry application specific standards.[Omkar Barde, KPIT Cummins]
7. Need for applications segments like navigation, dispatch system etc needs to be addressed.[CK Ramakant, Cert Infotrack,]

In our coming issues we would be discussing in detail about these points and explore how we can address them, or at least initiate the process which can eventually lead to looking into these and more.

Maneesh Prasad  
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### Vehicle telematics and supply chain management to drive PDS in India

Installation of vehicle tracking system has been taken up for implementation in 11th Five Year Plan on pilot basis in states of Tamil Nadu and Chhattisgarh for tracking the movement of vehicles transporting Targeted Public Distribution System (TPDS) commodities.

### GPS to track municipal corporation vehicles

City Corporation Commissioner of Mangalore, Harish Kumar K. announced that the Corporation will use GPS based vehicle tracking in outsourced vehicles to monitor their utilization and to prevent misuse if any.

### Cars to have navigation by MapmyIndia

MapmyIndia has announced that India's top-selling car models are providing GPS navigation powered by MapmyIndia. The navigation solution of MapmyIndia has been enhanced to include the latest version 7.1 maps of India.

### MGNREGA projects to be under GPS and GIS surveillance

The UP government has announced to use GPS and GIS technologies for better planning and monitoring of works under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in the state. All details of the project with its site image are available on the Rural Development Department website.

### BSNL, MTNL to use NIS Glonass positioning services

The top officials in the telecom department have stated that the Indian government will shortly clear a three-way partnership between Russia's NIS Glonass, BSNL and MTNL for delivering satellite-based navigation services in India.



### Adnear attains US\$6.3M investment for Singapore and India based mobile ads

AdNear has announced that the company has achieved Series A funding round of US\$6.3 million for its Singapore and India based mobile ads from Sequoia Capital and Canaan Partners. The fund will be used to expand the team's operations in other APAC countries.

### National Automotive Board to be established in India

According to an official, the Department of Heavy Industry, Government of India has finalised the proposal to set up National Automotive Board. It is said to be a bridge between the Government of India and the automotive industry.



### ATSPL powers tracking solution for L&T

A tracking solution from A Traker has been installed at L&T, Jamshedpur for tracking of their vehicles. The vehicles are equipped with display screen for outgoing calls on selected numbers only and call receiving from any number. The load sensor has been installed along with the tracking device for material handling and the fuel sensors are installed for fuel pilferage monitoring.

### Northstar- school bus fleet management system from Magnasoft

A Delhi based school bus transportation contractor, opted for a wireless vehicle management system from NorthStar from Magnasoft to tackle the fuel hassles. As a result of Northstar deployment the fuel costs were slashed and the routes were optimised.

### GPS deployment plan to check fuel pilferage by Police Transport Organization

The emerging cases of fuel pilferage in the police department compelled the Police Transport Organisation (PTO) to roll out a proposal to the state government to install GPS enabled gadgets to check oil pilferage.

### Himachal High Court orders GPS deployment for commercial vehicles

The Himachal High Court has ordered the transport authorities that from April it will be made mandatory for all commercial vehicles to have tracking systems installed on them.

### Holcim to use Trimble's vehicle tracking and fleet management solution in India

Holcim Services has announced the deployment of the Trimble trako Fleet Management and Visual Cargo solutions in their outbound logistics fleet that transports cement to various destinations across India.

### Qualcomm adds more quad-core to Snapdragon S4 line



USA: Qualcomm has launched two latest additions to quad-core SoC's to its line of Snapdragon S4 mobile processors, the MSM8226 and MSM8626 chipsets. The company said these new SoCs will bring premium multimedia and connectivity features to high-volume 3G handsets.

### UC530 – multi-GNSS module with built-in antenna

Switzerland: u-blox has unveiled UC530M, boasted as the world's smallest parallel GPS/GLONASS module with built-in antenna. The highly integrated SMT design reduces the need for external components and minimizes manufacturing costs.



### Rapid prototyping modular positioning platform series

Switzerland: TeleOrbit GmbH has unveiled the TOPAS RPP Rapid Prototyping Modular Positioning Platform Series, featuring NVS Technologies AG's NV08C-CSM high performance multi-GNSS constellation receiver. TeleOrbit's TOPAS product series is a modular hardware and software platform, specially designed for rapid prototyping of a wide range of high precision navigation equipment.

Do you have any news/updates to share with the readers of Telematics Wire?

Send it at-  
[pressrelease@telematicswire.net](mailto:pressrelease@telematicswire.net)  
[info@telematicswire.net](mailto:info@telematicswire.net)

## Telematics offering from Qualcomm Enterprise Service

Qualcomm, a global semiconductor company, is a supplier of wireless chips for the trucking industry. Its wireless communications technologies and chipsets for passenger-car telematics devices enable solutions and expanded opportunities for its customers worldwide. It has also introduced several end-to-end insurance telematics solutions aimed at the consumer and commercial vehicle segments, including telematics hardware units, communication infrastructure, Web service platforms, and mission-critical services like installation, maintenance, billing, and system integration, etc.

In August 2012, Qualcomm Enterprise Services Europe rolled out Driver Telematics Application, which offers fleet owners with a service to manage and monitor their subcontractors. According to Juan Fernández, the director of purchasing and maintenance for Arniella S.A, it has been proved to be beneficial for them. With Qualcomm's Driver Telematics App they are better able to manage and monitor their subcontracted transport. The app allows them to integrate all the relevant management information into their back-office, including workflow related data sent to their drivers and tracking and tracing information for the load. In September 2012, Qualcomm Enterprise Services Europe signed partnership agreement with Novacom Europe, under which Novacom's Vwise was made available to Qualcomm customers in Europe as Qualcomm Cargo Control. Qualcomm's Cargo Control is said to provide remote monitoring and control of assets and loads whether the trailer is connected or disconnected. Operating automatically without driver intervention, Cargo Control transmits trailer location information and other data, such as reefer temperatures, loaded or unloaded, and connected or disconnected trailer. Qualcomm Enterprise Services Europe's product portfolio is said to be enhanced by Novacom's trailer tracking and management technologies

TrailerTRACS is another telematics solution from Qualcomm. As per the company, it ensures high profits, asset security and customer satisfaction with features like locating available trailers immediately, confirming on-time arrivals and departures and tracking the location of loaded trailers. Moreover, automatic verification ensures that the correct trailer is hooked with the correct truck and disconnecting a trailer at wrong location generates a system alert. ReeferTRACS is Qualcomm's offering into cold chain management. This solution is referred to be a refrigeration monitoring services designed for companies who transport cargo in temperature controlled trailers and who require to maintain an audit trail of the refrigeration chain during transportation. ReeferTRAC enables the driver and dispatcher to keep a record of load on the road as the recorded temperatures are checked in real-time. Qualcomm's one more telematics product – Advanced Driver Behaviour Reporting (ADBR) is made to provide feedback to the drivers so that they can without fail enhance and upgrade their driving skills along with keeping a tab on fuel consumption. ADBR is a part of Qualcomm's FleetVisor suite, which streamlines all operations pertaining to transport and logistics performance.

On-Board technology offered by the company includes: OmniExpress: A seven inch board computer that enables the truck drivers to access detailed navigation maps, back-office messages and the driver dashboard; and all of this helps in building driver efficiency and saving money as well. Qualcomm Mobile Computing Platform (MCP) 200 is referred to be another high duty board computer which is aimed for businesses that gives security and safety of loads the prime importance. MCP 200 oversees and reports that how, where and when the drivers and vehicle are performing the operation and the developments pertaining to the fleet operation can be accessed at the FleetVisor web portal. Cargo Control also comes under the On Board Technology graph only.

Fleet management apps offered by Qualcomm Enterprise Services includes: Hours of service: This EOBR application automates truck driver logs for enhanced safety, compliance, and productivity. Analytics manager: This app turns fleet's data into information that helps in ensuring safety, compliance, and overall efficiency. In-cab navigation: ALK CoPilot Truck and NaviGo powered by Telogis navigation solutions offers fuel efficiency and minimising out-of route miles via Qualcomm MCP units. Critical event: Handles driver safety behaviours and eliminates accidents by monitoring for safety-related events. Driver workflow: The app integrates with dispatch systems & fleet management software to optimize efficient operations. Trip manager: The app assists in planning, viewing, and managing trips to enhance back-office and driver efficiency, and customer service. Performance monitoring, Vehicle Inspection Report (VIR), Media manager, In-Cab Scanning, Vehicle Maintenance, etc.

Recently, Qualcomm won 2012 U.S. Fleet Manager's Choice Award by Frost & Sullivan where it got recognition as the best supplier of advanced telematics services. Rolando Barrera, industry analyst for Frost & Sullivan, said: "Qualcomm once again claims top honours as a result of its continued innovation and commitment to drive the future of mobile fleet management solutions designed specifically to address the needs of private and for-hire fleets." In another recognition, Qualcomm was ranked first in Commercial Telematics by the research firm ABI Research.

Qualcomm has been closely watching the telematics industry in India. With the recent development in retail, FDI usage of telematics for better management of the supply-chain should increase. It is the matter of time before they launch services in India.

- Akshara Narendran
- Nabanita Bhattacharya

## Descartes acquires Exentra

UK: Descartes Systems Group has acquired Exentra Transport Solutions Limited, a provider of software-as-a-service (SaaS) driver compliance solutions in the European Union (EU). Exentra's Smartanalysis tachograph analysis and compliance management solution strengthens Descartes' extensive Routing, Mobile and Telematics suite.



enhancements that bring precise indoor positioning capabilities to the leading brands of mobile phones, tablets and network infrastructure.



## Trimble gets a five-year, \$1.4 billion amended and restated bank credit facility

U S A : Trimble has announced that it has entered into a five-year, \$1.4 billion amended and restated bank credit facility, comprised of a \$700 million revolving credit facility and a \$700 million term loan facility. The new facility replaces Trimble's previous \$1.1 billion facility, comprised of a \$700 million revolving credit facility and \$400 million term loan facility.



## Trimble and PressurePro inks OEM and distribution agreement

USA: Trimble and Advantage PressurePro have inked an exclusive OEM and distribution agreement for integrated Tire Pressure Monitoring Solutions (TPMS) for the construction market. As per the agreement, Advantage PressurePro will offer Trimble with a product based upon its PressurePro TPMS platform.

## Wunelli signs telematics deal with iGO4

UK: Wunelli has joined forces with iGO4 on the insurer's new telematics product WiseDriving. Through its partnership with Wunelli, iGO4 will offer its partners with quality telematics data, combined with an end-to-end administration service that meets the growing demand for driver behaviour information within the motor insurance industry.

## Sprint partners with Chrysler for 'Velocity' in-cars system

USA: Sprint will soon be launching Velocity, it's first in-car infotainment and telematics architecture aimed at automakers. Velocity provides the core technology on which to build infotainment and telematic systems.



## Nokia acquires Earthmine



USA: Nokia has announced the acquisition of Earthmine which offers a complete solution for collecting, processing, managing, and hosting 3D street level imagery, as well as developer tools for creating and distributing applications that benefit from this data.

## u-blox acquires Fastrax

USA: u-blox has announced the acquisition of Fastrax. This acquisition help u-blox to expand footprints in positioning market with additional products including software GNSS solutions used for consumer and industrial applications, and advanced GNSS modules that include integrated antenna.

## MiX Telematics declares operating profit

USA: MiX Telematics announced its growth in business around the world as evidenced by strong performance in the first half of its 2012/13 financial year. MiX Telematics increased its revenue by 20.3% (to R564 million) and its operating profit by an impressive 60.8% (to R76 million) in comparison to the same period a year ago.

## Motorola Solutions invests in TRX Systems

USA: Motorola Solutions has announced its investment in TRX Systems. This investment will be used to fund integration of the TRX NEON Indoor Location System with Motorola Solutions radios, to expand the industrial and commercial location applications for which the TRX sensor fusion and mapping technology is applied and to scale sales and marketing.



## moj.io introduces open platform for car apps



USA: moj.io has unveiled its consumer and developer-based technology on crowd-funding website, Indiegogo.com. "The moj.io device installs into the onboard diagnostics (OBD) port of any car built after 1995. By connecting the car's computer to the internet, moj.io brings the car into your app-centric life.

## Chevin introduces Management Reporting Suite

UK: Chevin Fleet Solutions has launched the Management Reporting Suite (MRS). The application has been designed to distil operational data collated by Chevin's web-based fleet management system, FleetWave, into high level, standardised information. The MRS will then automatically aggregate the data, in real time, to provide graphical evidence direct to the desktop.



## Masternaut unveils 'instant feedback'



UK: Masternaut has introduced 'instant feedback' – a new innovation to its in-vehicle mobile communication centre. Drivers will now have access to instant feedback on performance and driving style combined with real-time audible coaching. This product enhancement now communicates with the driver to receive instant-updates on performance as well as end-of-journey reporting.

## Qualcomm location platform enhancement for indoor positioning

USA: Qualcomm Technologies has announced that its networking and connectivity subsidiary, Qualcomm Atheros, expanded the Qualcomm IZat location platform with

## HARMAN gets \$800M new automotive audio contracts



USA: Harman International Industries has grabbed new awards worth \$800 million from automakers from North America, Europe and Asia.

Market Penetration in North America:

- Harman is roped in by Ford Motor Company as a branded audio partner for selected future programs.

Continued Success in Europe:

- Harman has received a letter of intent from Volvo Car Corporation to provide ultra-premium branded audio for its cross-car line SPA platform vehicles.

- The Fiat Group has also awarded HARMAN a second luxury branded audio contract for its famed Maserati sports car line, in addition to its Fiat Abarth models.

Increasing collaborations in Asia:

- HARMAN has attained eight new program awards with six different OEMs across Asia. In China, HARMAN was awarded the first ever branded audio business with JAC, a domestic automaker, as well as additional programs with current partners BAIC and Geely.

## Cadec partners with ISE to offer DVIR

USA: Cadec Global partners with to offer integrated electronic DVIR (eDVIR) capabilities in its flagship PowerVue fleet management software. eDVIRs enable PowerVue users to shun papers for inspection reports.

## iris and Cellocator to jointly develop telematics applications for public transit systems

Berlin: Cellocator and iris have joined forces to offer an integrated fleet management and automatic passenger counting solution for the public transit market. The integration of iris IRMA Basic system with Cellocator's Cello-F device enables accurate passenger counting for effective utilization of vehicles in public transit systems, along with advanced fleet management and fleet safety applications.

## Dongfeng Nissan vehicles to have Garmin navigation units



China: Garmin has announced the CARWINGS MINI Telematics PND (Personal Navigation Device) for Dongfeng Nissan vehicles in China. CARWINGS MINI combines Garmin's navigation technology with connected services such as traffic information, friend finder, news, weather, SMS and a dedicated customer service button.

## Quadrant Manager now compatible with Android



USA: Webtech Wireless has announced the immediate availability of Quadrant Manager 9.7 with support for Android smart phones and tablets. Building on the success of earlier iPhone and iPad releases, Quadrant Manager 9.7 offers the same optimized mobile-user experience to customers using Android phones and tablets.

## LBS platform for faster application development

USA: TomTom has introduced its new Location Based Services (LBS) platform and developer portal. TomTom LBS equips developers with the content and tools to rapidly create location-enabled applications for a variety of commercial and consumer markets.

## New broadband telematics product from ZTR

USA: ZTR has launched M50 – latest addition to their telematics product line. M50 offers 3G wireless broadband routing along with standard GPS and telematics connectivity. This wireless gateway & remote monitoring system is

boasted as perfect for connectivity and diagnostics with power generation equipment controllers, Oil & Gas site controllers/PLCs, and locomotive control systems.

## Roadnet Technologies upgrades MobileCast vehicle GPS tracking software



USA: Roadnet Technologies has launched an array of product enhancements to its MobileCast vehicle GPS tracking software which is designed to improve the functionality and efficiency for transportation logistics companies. The company has also launched a new mobileCast Android smartphone application.

## CoPilot GPS navigation apps integrated with Yelp content

USA: ALK Technologies has launched version 9.4 of CoPilot GPS navigation apps for iOS and Android. The new version adds Yelp data pulled from their API, improved ActiveTraffic service, and a variety of app refinements to provide users more than just reliable offline navigation.

## RydeSmart 3.0 – mobile app for iPhone and iPad

USA: Ryder System has introduced a mobile application of its onboard telematics system RydeSmart 3.0 for the iPhone and iPad devices. With this application, existing RydeSmart customers will be able to track their vehicles and access real-time data on their fleets from their mobile devices at any location, any time of the day.



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## Indian Telematics Market : Challenges and Opportunities



**Naveen Sabapathy**  
Co-Founder and  
President  
Nimble Wireless

Indian telematics market continues to be promising but with challenges yet to be overcome to realize revenue in a large scale. With growing number of vehicles on the road and almost negligible market adoption of telematics solutions even in existing transport infrastructure, it is hard to ignore the potential of Indian telematics market.

However, things are lot more challenging when it comes to converting the potential to a pot of gold.

Challenges are many. The environment and infrastructure in India pose a problem in introducing solutions in large scale. For example, in the transportation sector, fleet operation is composed of small players with a handful of trucks. This poses significant challenges in integrating large scale solutions. There is still a lack of awareness in applying

Telematics solutions to realize enterprise value beyond rudimentary track and trace functions. Extreme price sensitivity continues to pose challenges in introducing advanced features for more value. Fleet operators are dealing with more significant problems involving regulations that overshadow Telematics solutions as a priority. Carriers are yet to embrace the required infrastructure for large scale Telematics deployments.

But, the promise is real. Those who have adopted simple track and trace functions are starting to realize they can do more with functions like routing, geofencing, safety, diagnostics and efficiency management leading to overall increase in value. Technology pricing is coming down and new solutions addressing the uniquely Indian environment are starting to get integrated with enterprise systems and providing tangible value. Large OEMs are engaging in serious conversations with vendors. It may take some time, but these dynamics are pointing to a significant Telematics market in India, although it may look different from what it is in other countries.

## Mobile Phones and cold chain to play an important role

Mobile Phone would play a very important role in the next revolution of Telematics industry. There is a huge opportunity in the mobile phone based solutions. With the advent of NFC technology there would be a significant shift from RFID to NFC based integrated solutions. There are technical challenges as well as compatibility and standardization issues. But this gap would also open doors of opportunities.

Leading in the mobile phone based resource monitoring market for different industries now Heuristics would explore the mobile phone based personal security solutions. Where ladies and girls can use the mobile phones as personal security gadget and in a situation of emergency their well wishers could know the exact locations of the person.

GPS Based policing is also an upcoming application area. Beat Monitoring is a big issue in Police Dept and majority of on road crimes happen due to weak control over beat monitoring. After deploying the e-Beat/e-Investigation solution in Punjab, we have been approached by the police dept of many states and they are now ready to explore the power of GPS Based Mobile Phone solutions with us.

With the increasing demand of fast food and packaged food

in urban areas, Another fast growing industry would be Cold Chain management industry (on the wheel Temperature and moisture monitoring) and by introducing FDI in food and retail Sector this would further grow by more than 35% every year for next 5 years. Wal-Mart has already started the logistics set up in India.

Even if we classify the tracking solutions in above segments, the biggest demand in India would still be of simple and small robust tracking solutions, which could locate the vehicle in many given situations.

The solutions are still evolving and it would take another five years to reach the maturity in this market even if we support more than 120 types of devices on our server, we end up receiving one more new, better and feature rich hardware in every alternate week. This is not only helping us to provide better flexibility to the customer but also offering them a solution as per their requirements and budget.



**Amit Dubey**  
Director  
Heuristics Info  
Systems Pvt. Ltd.



## Telematics in India: Promising, but miles to go



**Tathagatta Dutta**  
Chief Executive Officer  
Instrumentation &  
Control System India

The headlines of TOI dated 20-12-2012 said "All police vans to have GPS Unit" – (but only in Delhi) after the horrible incidence. Why not there is a REGULATION which must say, "All the police van in the country must be fitted with the GPS device with immediate effect". Why Government of India or the Local State

Government shall wait to have a similar kind of incidence take place in some other states to take decision of fitting GPS in all police van throughout the country? This is where reality is different than the expected growth.

To be honest, we as the general Indian are very reluctant and less interested to give true location and where about to the people who want it most. Thus, one needs a Regulation in the country that whatever vehicles plying in the country must be fitted with GPS device, for example Brazil. Why to force only 3 wheelers operators in the Delhi to fit GPS device in their Autos- why not this law made mandatory for all the auto owners of the country? Why only to Autos – why not all the vehicles plying in the country? Because whatever security threat Delhi is facing, all the cities in India equally facing the same kind of security threats. Then if something is applicable for Delhi, why it will not be applicable for other parts of the country in this modern era of "Screen age"?

Thus, one can imagine what shall be the growth potential of Telemetric Industry in India. Thus market survey reports shows growth potential but in reality it is not there. The fact

is if we want the telemetric industry to grow in this country, the mobile operator must come forward. If one thinks, we the people, who only deals with the hardware part, will take this industry forward alone – then it's a big mistake. It is the recurring revenue earning source for the mobile operators. The mobile operators must share the initiative for the growth of this business too.

Therefore, this business is to be jointly carried forward by the Service Providers as well as the hardware suppliers. Now, we need a body which will bridge the gap between the Service Provider and Hardware supplier and between the Service Provider, Hardware, supplier and the Regulating Authority. Unless all the parties, Service Provider, hardware suppliers, actual users and Regulating Authority comes into a common platform for a greater concern, it is difficult to implement such a hi-tech system throughout country.

In my view, "TELEMATICS WIRE" – should not look like another product finder in telematics- without showing any clear cut direction for their being as the representative of Telemetric industry in India. They are conducting seminars, trade shows etc. fine, but what they are doing to take this industry forward. If "TELEMATICS WIRE" is really interested to project itself, that they are representing this industry, then they must form a body, with the various people from this industry to take the fight up to the Government level, to find out why some people are not interested to implement the GPS. They must try to bridge the gap between the Service Provider and the Hardware suppliers and the customer. TELEMATICS WIRE has to play a very big role, if they really interested to bridge the gap between the market focus and the reality of the business in telemetric industry.

### There is a need to create awareness

Real Time Vehicle Location System, is a mission mode program under Intelligent Transit System under Government of India. People should be made aware of the need for GPS system. The industry professionals should look towards the upcoming requirements in the market. The government bodies should be made aware of the benefits of GPS. There are many challenges regarding the safety of the common people which are largely overlooked by the government. Looking at the bizarre incidents happening in the country related to women's and child security in the moving vehicles, the concept of real time tracking of vehicles has become all the more important.



**Ruma Shukla**  
Associate Vice-President  
Vayam Technologies

## LBS and telematics solution in India



**Suneet Malhotra**  
**Director Business Development**  
**DDS WIRELESS**

While the Indian market for Location Based Solutions & Telematics has shown signs of development & maturity in certain domains, I feel we have to go a long way especially once you start comparing with developed nations. The benchmarks set in the desired solutions both by the user segment and the regulatory bodies are way below what is commonly used by users in organised & well managed markets. The recent tragic incident may prove as a blessing in disguise for the industry but it is high time that our emergency response systems are equipped with the best available around the world. We are hopeful that the roadblocks in implementation of the delayed projects by Govt will be removed and new policies for the benefit of common man can be introduced.

## It is about policies and awareness



**Gautam Kumar**  
**Director**  
**RoboticWares**

The tracking industry is growing day by day. People are now more aware about telematics system and its applications. But along with this there is a need for the operational cost to be reduced, so that more and more people can use it. Vehicle tracking devices should be installed in every public transport vehicle. Common people should be made aware of GPS system. Every public or private transport vehicle should have SOS buttons, so that it would help the people to connect to the

nearest police station at the time of emergency. A law should be established on the tracking of every public and private vehicles in which government shall keep an eye on every business and private vehicle by keeping the data of it. In this process one's privacy should not be disturbed. This way the growth of the Telematics industry will surely prove to be beneficial to the common people as they will understand the need for tracking system in their vehicles.

## Customer support is necessary



**Puneet Rao**  
**Technical Director**  
**C G Technosoft Pvt. Ltd.**

There is no doubt that market for vehicle tracking systems/vehicle telematics is growing and it seems to be very promising. In the coming year success of a VTS company or Industry as a whole will depend on investments made in AFTER SALE SUPPORT. Many companies in India are selling the VTS products without setting up proper customer care or after sale support system. As per experience of last 2 years most of such companies without proper after sale support, does not survive for more than 6 months to 1 year.

The needs and demands of the customers must be fulfilled in proper way to spread a positive word of mouth. As per Indian context positive word of mouth plays an important role in promoting brands and products.

## Going up the value chain of telematics services



**Mandeepsingh Khangura**  
**Executive Director**  
**Pointer Telocation**

From a manufacturer's point of view, GPS industry has been growing at a steady pace and taking its own time to mature. The trend shall continue in 2013 also. Traditionally it was just track, trace and a point on map, but in 2013 we shall see more "realistic" technical demands from the market. The focus is shifting towards more solution oriented systems, integration of peripheral devices and sensors. We also see an upcoming demand for driver behavior analysis which could be

aggressively adopted by insurance companies if they follow the global trend. We see a growing demand for advanced devices and shrinking margins on entry-level products for 2013. Over all the industry will offer more solutions and products in the coming year and it shall experience tremendous opportunities for growth.

## Transportation and logistics has opportunity for telematics



**Amit Prasad**  
**CEO**  
**Satnav Technologies**

Telematics industry worldwide has brought huge benefits to industry, with the Transportation and Logistics (T&L) sector benefiting the most. In India the scope is even higher due to extremely high cost of fuel, over 95% of the roads still not having even dividers leading to inefficient commuting and above all, a very low level of integrity of the workforce that operates in the field. One would assume that this is a deadly mix and the right scenario for Telematics to boom in the country. Many market projections have

therefore given very bullish prospects as a whole for this segment. While it is true that being able to track, suggest routes, predict in

advance concern areas and give real time solutions would positively impact the entire GDP of the country, however one needs to look closer at the ground realities in order to get a realistic assessment. Fact remains that most companies are not ready to invest in technology to manage their operations, and a few logistics managers that do think of it, want it at prices which are untenable. Another challenge is that with 90% of the fleet owners in the country having 10 or less vehicles, the commercial sector of T&L is not likely to adopt telematics technologies in a hurry. For most people both initial and recurring cost is a deterrent. So do I see a future for Telematics in India at all? Sure, I do, because several state governments are now making it mandatory to have GPS, Tracking and other Telematics solutions implemented in public transport vehicles. So those who are focusing on the Government sector will see rewards coming in short term, while others will have to wait slightly longer till mindset changes occur!



**Anush Gopalan**  
President and CEO  
Hetrogenous

If we want the M2M market as a whole encompassing both telemetry and telematic solutions to succeed and support our collective vision for a better future, then the solutions being developed in these markets especially within India need to be designed and deployed for, and priced accordingly. Particularly at a value that they create for companies by the various domain specific service providers and telecom VAS providers scaling and deploying them with their defined stakeholders and partners to enable our cities and infrastructures to become smarter in 2013 and not for undefined third-parties seeking an edge selling ideas, positions and perceived benefits as done until today.



**Bhaskar Sen**  
CEO  
GeoVision Technologies

Dwindling, or at least stagnating, ARPU in the backdrop of highly uncertain and confusing spectrum and licensing scenario will, in my view, exert Telcos in India should give more serious attention to M2M market place along with vehicle telematics, mobile transaction processing, AMR etc. In the coming year. Although there has been some effort in vehicle fitted telematics market lately, the telematics retrofit market is still languishing in its infancy. This may change for the better.

The reasons for this missing adulthood include clear value perception by end users and there, the low inputs, both in talent and resources, by the supply side so far are largely responsible. The Telco type of deep penetration of distribution and front-end support network coupled with brand robustness may bring back the demand side interest, which sadly plateau after initial high excitement. The value creation must include initiatives in application integration with legacy demands, location and time embedding in all mobile transaction platforms as a default, smart sensors for myriad parameters in the field, seamless integration of on-the-fly authentications like biometrics, NFC, RFID etc. with telematics etc. and more ROI oriented focus by suppliers.

## SUPPLY CHAIN SECURITY & BUSINESS CONTINUITY

Vehicle Tracking, Fleet Management & Navigation Technologies  
8th May 2013, Leela Kempinski, Gurgaon

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## European car focus on consumers safety features

Japan: European car manufacturers have witnessed increased sales in the Japanese market by standardizing installation of safety devices in their cars to appeal to Japanese consumers, and by distinguishing themselves from domestic manufacturers, which have focused on practicality.

## AcuraLink connected car system



USA: Acura has introduced the next generation AcuraLink cloud-based connected car system that will debut in early 2013 on the all-new 2014 Acura RLX luxury sedan. AcuraLink services are now available via new embedded technology and web-enabled devices tethered to the car, bringing a broad range of convenience, media and security features to the new flagship RLX sedan.

## BMW schedules iDrive Touch market launch for July 2013

USA: BMW iDrive Touch that was initially made available for the Chinese market, but



starting in July 2013, BMW, MINI and Rolls Royce vehicles will come equipped with the new gadget. iDrive Touch brings several convenience-enhancing functions to the iDrive Controller, including handwriting recognition as well as navigating in maps.

## Guardian: remote diagnostics & telematics system from Roadtec

USA: Roadtec has unveiled Guardian – a new remote diagnostic and telematics system. This system enables service technicians and owners to protect their

investment and keep operating costs low by monitoring a selected machine in real time through a wireless signal, and address any issues that may arise while the machine works.

## Smartphone app for Mazda6 unveiled

UK: Mazda has unveiled a new smart phone app, "mobile showroom app". The users can now configure the perfect Mazda6 from the comfort of their handset. It allows potential customers to build a virtual version of the new Ford Mondeo and Vauxhall Insignia rival, and creates high-resolution, 360-degree views of the interior and exterior.

## OnStar launches electric vehicle apps

USA: OnStar has unveiled two new apps to address the possible range anxiety of electric vehicles and the cost of public charging.



### Spark EV Waypoint tab

It enables the drivers to know if they can reach their destination on a single charge. It also plot a waypoint route with recommended charging stations if the route is beyond a single charge's range.

### Park-Tap-Charge Prototype AppT

This will allow EV owners to simply tap their smartphone against a charging station, which will automatically show payment options that, once accepted, will initiate the flow of electricity.

## TomTom updates Speed Cameras for iPhone app

USA: TomTom has released an update to its Speed Cameras app for iPhone (version 1.1). This version is equipped with an introductory promotion which gives drivers a free 12-month subscription to Speed Cameras. The Speed Cameras app for iPhone warns drivers of upcoming fixed and mobile cameras, helping them to stay safe and avoid fines.

## Volvo unveils windows phone telematics app

USA: Volvo has released official

telematics app for its owners with recent model cars who also use Windows Phones.



Starting from model year 2012, the app has the ability to access the vehicle from your Windows Phone. This requires that the car is equipped with a Volvo On Call Telematics unit.

## MAPFRE aims for enhanced driver safety with new telematics program

USA: The American Commerce Insurance Company,



part of the MAPFRE Insurance Group, announced its DriveAdvisor Program, which provides a discount on personal auto premiums for its customers who use telematics technology to monitor their driving behavior.

## Ericsson to provide connected vehicle cloud solution for Volvo Car Group

USA: Volvo Car Group has opted for Ericsson connected vehicle cloud to enable drivers, passengers and the cars to connect to services available in the cloud. Drivers and passengers will be able to access applications for information, navigation, and entertainment from a screen in the car.

## Honda to test electric mini-car synced with tab

USA: Honda has announced that it will start the tests next year of a small electric vehicle that uses a driver's tablet for displaying dashboard readings, audio, navigation and images from its rearview camera.

The company says the new car will also meet the requirements for Europe's "L7" category for quadricycles, which stipulate that a vehicle's weight does not exceed 400kg and has a maximum engine output of 15kW.

## Telematics India 2012- Conference Report

Telematics India 2012, a two days national conference and exhibition was held on 29th and 30th November 2012 at The Lalit Ashok Bangalore. This conference was organized with the objective of providing a platform for the industry professionals to share their views and network for the growth of overall business.

The conference was inaugurated by Shri Nitin R Gokarn, IAS, CEO & Project Director of National Automotive Testing and R&D Infrastructure project (NATRiP), Govt of India. He shared his views on formation of National Automotive Board, an initiative



**Shri Sanjeev Malhotra, General Manager, CSR Technology India Pvt Ltd**



**Shri V. Ramakrishnan, Managing Director, Frost & Sullivan**



**People gathering in the Exhibition hall**



**People listening to the presentations in the Conference hall**

by Govt of India, to promote the emerging technologies which are relevant to automotive sector in India. He also mentioned that technologies like vehicle tracking can assist in detecting and monitoring traffic violations. Anand Ramamoorthy, Managing Director, Harman International (India) Pvt Ltd, spoke about the Challenges and Opportunities in the Indian telematics market where in he covered various application areas specifically for Connected Car ecosystem. V. Ramakrishnan, Managing Director, Frost & Sullivan, gave an overview of projected growth of the telematics industry. Manu Saale, Deputy Managing Director, Mercedes-Benz Research and Development India talked about the trend of constant communication with community as a result of "Always-on" lifestyle and huge social networks.

Rakesh Verma, Managing Director, MapmyIndia, in his Keynote address explained about the cutting edge telematics solutions, which can solve the important issues being faced by our Indian government departments and enterprises, and can create impeccable opportunities for Indian vehicle owners and manufacturers. Sanjeev Malhotra, General Manager, CSR Technology India Pvt Ltd touched upon the role of CSR in telematics industry. He discussed about the applications of Location Based Services and market trends driving the need for location services.

V. Muralidharan, Director, Centre for Development of Advanced Computing (CDAC) discussed the initiatives taken by CDAC in the field of ITS. The centre has developed ITS products including Vehicle Tracking System (VTS), Variable Messaging System (VMS), Distress Call Response Management, etc. Future projects pertaining to ITS by CDAC



**Shri Nitin R Gokarn, IAS, CEO & Project Director of National Automotive Testing and R&D Infrastructure project (NATRiP)**



**Shri Anand Ramamoorthy, Managing Director, Harman International (India) Pvt Ltd**



**Shri Manu Saale, Deputy Managing Director, Mercedes-Benz Research and Development India**



**Shri Rakesh Verma, Managing Director, MapmyIndia**

along with its benefits and hurdles in deployment were also discussed.

The two days conference brought the leading industry professionals on a common platform where they could share their views on the different aspects of the telematics industry and they conveyed their thoughts on the various issues related to the industry and the market opportunities. Over 300 people attended the conference. Fifteen exhibitors showcased their products. Over forty presentations were made by the industry professionals.

## Descartes launches upgraded transportation management system



USA: Descartes Systems has introduced key product advances that are designed to help Descartes' customers improve their productivity and performance with Descartes' Routing, Mobile & Telematics, Transportation Management, Global Logistics Network services, Customs' & Regulatory Compliance and Broker & Forwarder Enterprise systems.

## NexTraq unveils automated job schedule board



USA: NexTraq has launched its new automated job scheduling board within the NexTraq Fleet Tracking platform. NexTraq's Job Schedule Board eliminates the manual process of organizing and scheduling jobs, saving valuable time and money.

## Webtech Wireless inks partnership with CEVA Logistics



USA: Webtech Wireless has signed a contract with CEVA Logistics to increase its ability to integrate better with a major North American auto manufacturer. According to CEVA, GPS/AVL data obtained through Webtech Wireless technology ensures auto parts are delivered on time to Ford Motor Company's many manufacturing and assembly plants.

## GPSTrackIt launches iPhone app for fleet managers



USA: GPSTrackIt.com has introduced a

new iPhone app for mobile GPS tracking. The app enables iPhone users of the company's Fleet Manager system to locate, monitor, and track their fleet vehicles from the palm of their iPhones.

## Trakm8 unveils Dynamics

UK: Trakm8 has launched Dynamics – a product that can monitor in real time fleet deliveries against a predefined delivery schedule. An easy to use web interface shows the vehicles, the proposed delivery points and times against the telematics derived predictions of actual delivery times.

## Wireless Matrix introduces OBD-II device on the Verizon Wireless network for GPS fleet tracking business applications

USA: Wireless Matrix Corporation has unveiled plug-and play OBD-II device certified on the Verizon Wireless network. It is to be used for GPS fleet tracking business applications. It plugs directly into a vehicle's on-board diagnostic computer port which adds a new layer of actionable data that could be collected from different vehicle operators.

## Navman Wireless initiates professional services to streamline fleet tracking operations.



USA: Navman Wireless has rolled two professional service packages designed to accelerate, optimize and offer problem resolution for 100+-vehicle implementations of its OnlineAVL2 fleet management platform. Using these services the rollout and configuration time can be reduced.

**Feedback**  
**Please help us improve our magazine. Send your valuable feedback to-**  
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 info@telematicswire.net

## Nokia introduces HERE for iOS

USA: Nokia has launched HERE app for iOS with which the users can get smart directions to navigate their way around town, whether they're driving, walking or taking public transportation.

## Alberding A07 – personal navigator

Switzerland: Alberding GmbH has unveiled Alberding A07 personal navigator, featuring NVS Technologies AG' NV08C-CSM high performance multi-GNSS constellation receiver. The Alberding A07



is a low-cost single frequency GNSS receiver designed for personal navigation and other sub-metre accuracy positioning applications in an urban environment.

## Google rolls out updated maps android API

USA: Google has unveiled an update to the Google Maps Android API. The launch brings new features for developers who want to integrate Google's framework into their own applications. Google Maps Android API version 2 features vector-based maps that allow users to navigate through 2D and 3D dimensional views, as well as tilt and rotate via gestures.

## Google Maps for iOS reaches 10M downloads in first two days

USA: According to the news the google maps for iOS was downloaded more than 10 million times in its first two days on the app store. Google's map app quickly jumped to the top free app on the App Store after its release late last week. It brings back some of the functionality no longer found in the built-in maps software.

## Navigator 7 — Navitel upgrades navigation system

USA: Navitel has launched Navigator 7.0 with new interactive services and improved design with which the interface of navigation program has become even more easy and enjoyable to use. Automatic notification of available program and map updates are available directly from Navitel.

### Mobile Devices introduces MUNIC – connected driver assistant

France: Mobile Devices has unveiled Munic – its latest connected driver assistant built on the Morpheus Operating System. It combines GPS navigation, Bluetooth Hands-Free Kit, danger zones alert service with an open platform supporting a marketplace of third party connected driver services.

### NeoSpeech text-to-speech software integrated with Denso vehicle navigation system

USA: NeoSpeech, has announced that its VoiceText speech engine will be embedded in the ARPEGGIO car navigation information system from DENSO Corporation. ARPEGGIO is a smartphone-based, information system that uses the onboard navigation screen to display and operate smartphone applications.

## Letter to the Editor

### Telematics for safety of citizens, particularly women

The ghastly incident of 16th Dec'12 has left the country numb since then. The country stood up to show the support for "braveheart" and for the first time every single citizen has raised its voice against the heinous crime. But what happens next?

Since 18 December 2012 Delhi Police have received 274 requests and 1,200 inquiries for Gun licences from women alone. Is a gun in every hand is a solution to this problem?

Well, this incident might not have happened if the law enforcement agencies have had access to a technology which should have informed them about the presence of that "White bus" on the road out of its normal operational hours and eventually have helped the police in tracking down the bus within minutes. It's not rocket science and can be achieved through putting together a robust GPS tracking and remote monitoring software based solution in place.

Associated Chambers of Commerce in

### HMI and app-based infotainment to generate revenue options for automotive OEMs

London: According to a new report from Frost & Sullivan, Strategic Comparative Analysis of European and North American Automotive OEM Connectivity, Infotainment, and HMI Strategies, finds that major OEMs in Europe and North America are moving towards an app-based infotainment approach where smartphones serve as the core of infotainment systems.

### Positioning devices gaining momentum due to commercial application

USA: According to a recent report from Global Industry Analysts the current trend of mushrooming commercial applications has been encouraging scores of companies manufacturing GPS satellites and equipment to get up and take notice of the opportunities to tap. Growing need among business users to be aware of location and time data is especially driving opportunities for global positioning systems market in the commercial sector.

### Tablets and cameras will drive GPS and LBS markets by 2017

USA: A recent report from ABI Research forecasts that despite relatively stunted growth thus far, the tablet and camera markets will emerge as the next major market for location based services and GPSIC penetration.

The tablet market has largely been dominated by Apple and its GPS/Modem strategy. GPS shipments are forecast to reach 37 million in 2012.

The camera market has huge potential, with geotagging a clear driver. With over 30 GPS-enabled cameras on the market, shipments are expected to break 10 million in 2013.

### Mobile location platforms to generate € 330 million revenue globally in 2017

USA: According to a new research

India has recently conducted a survey of women across various states and most of the women: Delhi (92%) Bangalore(85%) and Kolkata(82%); said that problem of insecurity is the biggest among the challenges they face in their day to day life. The industry body has also suggested that governments should make it mandatory to install GPS based tracking solution in public transport,

report from the analyst firm Berg Insight, the global market for LBS platforms will see steady growth in the coming years. Annual revenues for mobile location platforms are projected to grow from about € 200 million in 2012 to € 330 million in 2017.

### The connected car market to generate a total revenue of \$21.82bn in 2013 says report

USA: Recent report by "The connected car market 2013-2023: telematics for in-vehicle safety, security and infotainment" from Visiongain has forecasted that the total revenue from the connected car market in 2013 will reach \$21.82bn. In recent years wireless connectivity has seen substantial growth with the increased popularity of smartphones and tablets. In-vehicle connectivity has been around since the 1990s but improvements of the wireless infrastructure have resulted in new possibilities.

### LBS industry to generate around \$6 billion revenue by 2017

UK: ABI Research has identified location-based retail applications, advertising, and emerging markets as key revenue growth enablers for the LBS market over the next 5 years generating around \$6 billion revenue by 2017. Today, the LBS market is largely concentrated in North America and Europe. However, over the last 12 months there has been a major change in the LBS landscape in BRIC countries.

which will improve the security of working women. Government needs to take some bold steps introducing stringent laws and enforce modernizing of transportation system.

The nation has to make its citizen safe and secure!

**Renu Chauhan**  
Co-Founder, Naviyug Sciences

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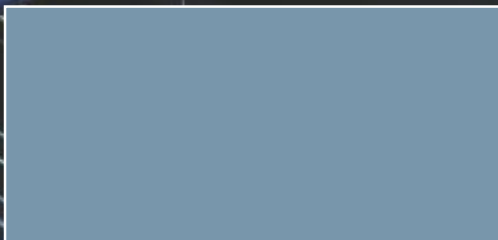
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