

Introduction

Simplicity in a box, the BlueTex GPS offer a full-blown tracking service through GPS and GPRS/Mobitex as well as a personal navigation solution through GPS and Bluetooth. All of this is fitted in a small rugged box that requires no installation.

The BlueTex GPS is a true plug and play device enabling ASPs and system integrators to offer powerful unique solutions to their customers. The BlueTex GPS also offer the user extremely simple status handling through six configurable function buttons making it very useful in many applications.

Track record

When we developed the BlueTex GPS solution we started with looking in the rear view mirror, pin pointing customers problems and their high priorities.

The research gave us the answers we were looking for...

- 90% of all hardware problems that arises in field are due to installation and interfacing with vehicles.
- Many systems that are deployed are not used due to difficult handling of hardware.
- Sub contractors react very negative to installations causing damage to the vehicle when installed.
- Too high overall cost.

Based on this research the functional specification for the BlueTex GPS was created.

"We need a device that requires no installation, can be handled extremely easy, keep a low overall cost and of course offer a full blown tracking service."



Customer examples



PEAB holds several large contracts to the Swedish government regarding infrastructure maintenance. Examples are...

- Snow clearance
- Road maintenance
- Park maintenance
- Garbage collection

PEAB uses the BlueTex GPS in a variety of applications with one common goal; increase quality of performed services as well as boosting productivity.

"In the past we have experienced problems related to tracking installations in vehicles, when the BlueTex GPS came along it made my work alot easier. Not only did it offer the same functionality as our prior system but it also handles much easier for the end-user and there is no installation. Another plus is that I can place it inside my subcontractor's vehicles without the hassle of installing anything and still be able to assure quality of the sub contractors work."

- Per Hallberg, Project manager PEAB



MOWIC

"MOWIC owns and runs their own wireless network In Sweden. Mowic focuses on professional customers and handling customer's business critical data."

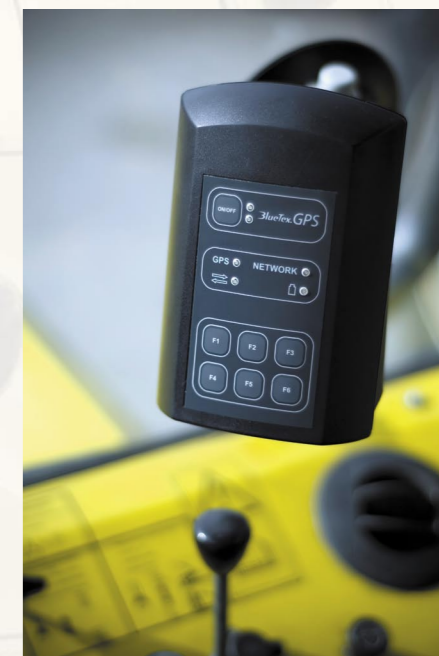
MOWIC has put together several turn key solutions based on positioning and communication addressing specific niches of the market. The concept is named RMR "Real time Monitoring of mobile Resources" and targets road maintenance, garbage collection and quality assurance.

"We have based our turn key solutions on the BlueTex GPS. Prior to working with the BlueTex GPS we have evaluated and sold several competing systems. However after working with the BlueTex GPS we now try to use it as often as possible based on the fact that we get rid of the installation. Another key issue is that the device is so easily handled by the end-user; this means that the solution we sell is actually used by the customer. We work in a very competitive marketplace but we have still been able to sign some very good contracts. One reason for this is that the BlueTex GPS makes us unique in our offerings."

- Mats Wärme, Project manager and key account manager, MOWIC

KEY features

- Complete end user device
- No installation Required
- Simple status handling
- Automatic On/Off trough embedded motion sensor enables easy handling.
- Global coverage trough GSM/ GPRS/Mobitex
- Precise tracking trough GPS
- Cost effective communication
- Enhanced GPS sensitivity for indoor and outdoor position reports
- Built in motion sensor
- Personal navigation solution trough Bluetooth
- No external wires or antennas



BlueTex GPS