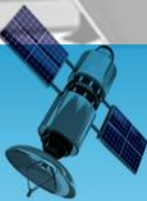
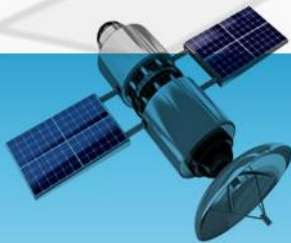




# EASITRAK



## EASITRAK

just like real tracking... only easier and cheaper



## HOW EASITRAK WORKS.

### System Description

A device, called a **Vehicle Location Unit (VLU)**, is fitted discreetly to a vehicle. The box is permanently powered by the electrical circuitry of the vehicle and has an antenna system attached to it.

The box uses two systems in order to function correctly. The first is the **GPS** navigation service that is provided by a series of satellites in orbit around the Earth. The box is “listening” to these satellites and is constantly calculating its position. The second system is the **GPRS** facility provided by the mobile phone networks, we currently use the Vodafone network, to send information to our main databases on a regular basis.

We have a number of different antenna solutions to enable us to fit to any vehicle. Generally these are fitted internally out of sight, however on certain vehicles, mostly large commercial trucks; it is more suitable to fit these to the outside of the vehicle.

The box is programmed to monitor the ignition circuit of the vehicle and once the ignition is turned on it sends back information **every minute, every kilometre or a change of direction, whichever comes first**. It does this all the time that the vehicle has its ignition on. When the ignition is turned off the box goes to sleep until ignition is restored.

The information is sent to the **EASITRAK** server, this information consists of the vehicle identity, location (in terms of a grid reference), speed and direction of travel. The server collects and collates this information and from appropriate software on your pc you are able to view information on the server via an Internet connection and our website. The viewer can “see” all vehicles all the time when logged on, look at all the vehicles in a list or on maps in **REAL TIME**. You can create historic replays of journeys also on a map.

An inclusive function of the system is the report manager, where the user is able to create, read and store written reports of vehicle movements for later analysis.

The system is provided on a fixed term contract with fixed costs. There are three elements to our pricing – the VLU, the installation of the VLU into your vehicle and a monthly service charge that covers all the day to day running costs associated with the system. There are no additional charges!

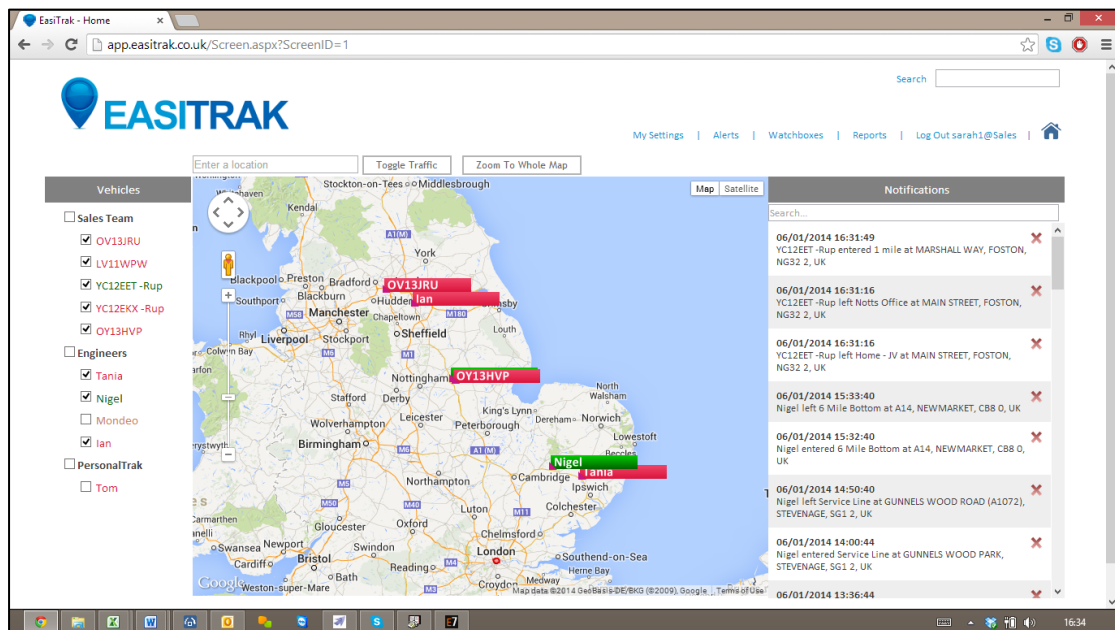
## SYSTEM SCHEMATIC DIAGRAM





## EASITRAK

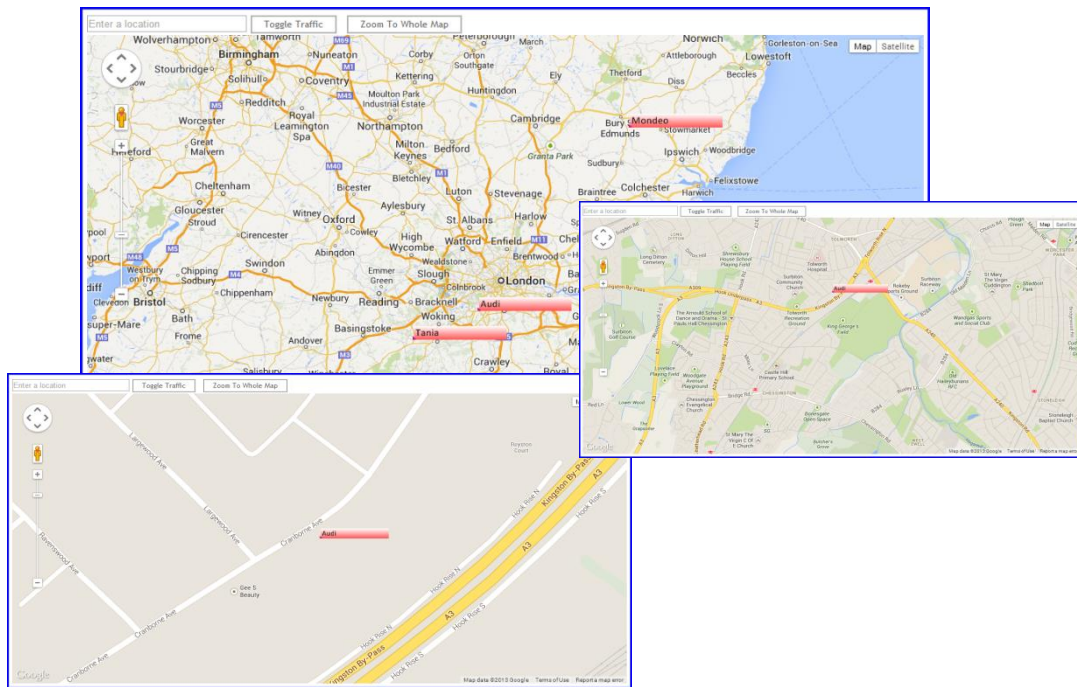
Simple to use real time control of mobile resources via the Internet.



- 📍 Real Time Tracking, automatically updates by time, distance, or change of direction whichever comes first
- 📍 Scalable maps
- 📍 Notifications of vehicle arrivals and departures
- 📍 View vehicle history
- 📍 Reporting facility with various report styles
- 📍 Secure password protected
- 📍 Fixed cost solution

## SCALABLE MAP

### Sample Screen Displays

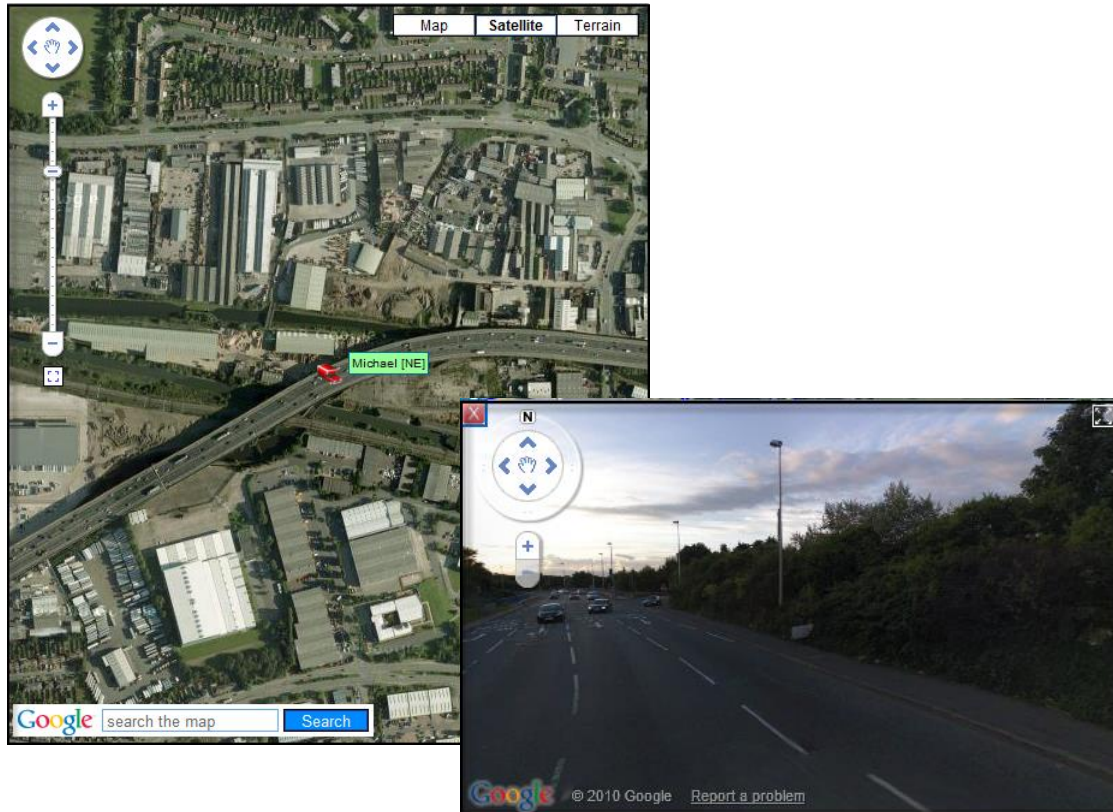


- Can give various levels of detail
- User definable views to show EXACTLY what the user wants to see.



## THE SAT VIEW & STREET VIEW

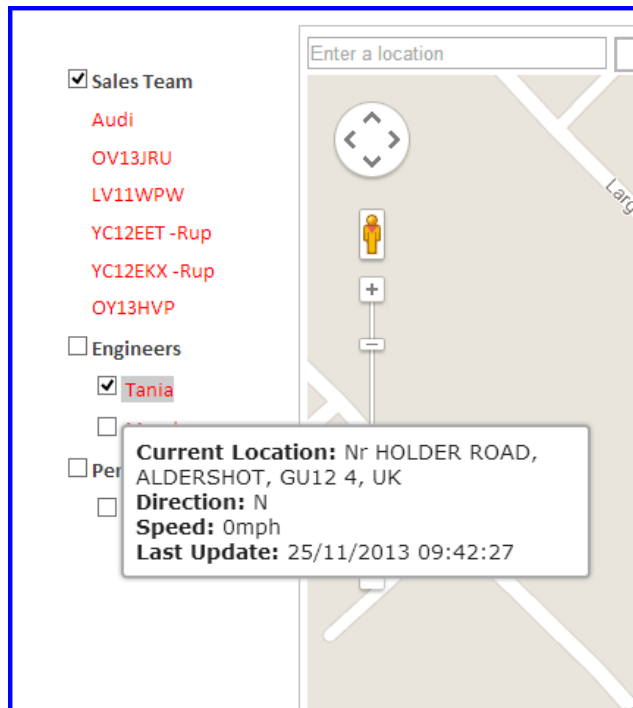
### Sample Screen Displays



- Alternative to conventional maps using aerial views.
- Can be used to “follow” vehicles.
- Pinpoint local landmarks for directing drivers to locations.

## LIST VIEW

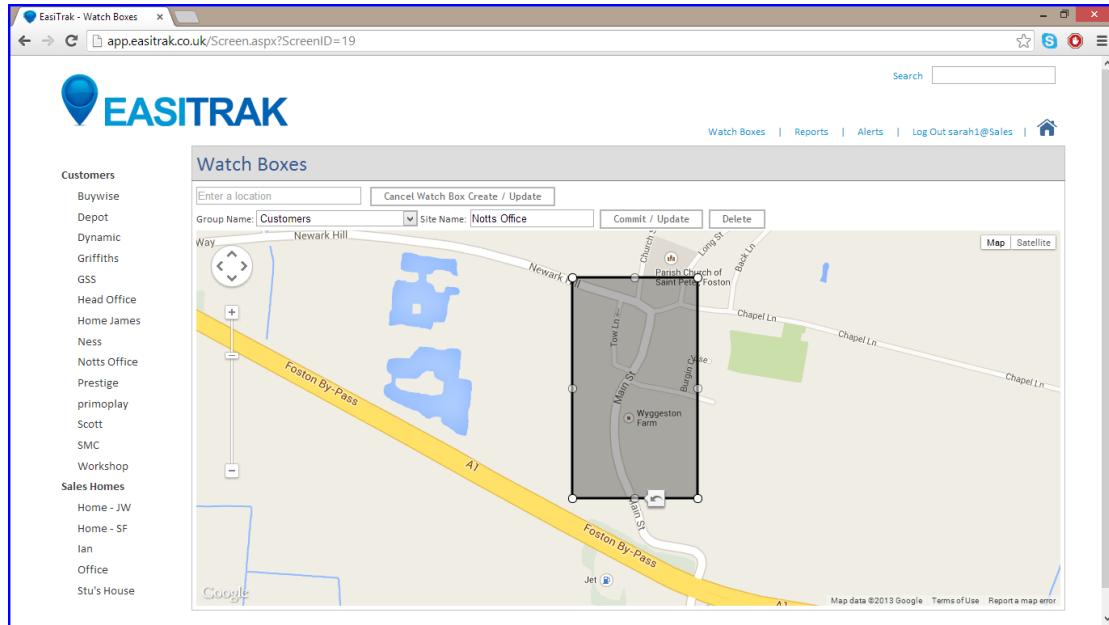
Sample Screen Displays.



- 📍 Detailed textual representation of where vehicles are
- 📍 Immediately identifies ignition off, on and idling
- 📍 Vehicles can be grouped for ease of use – Sales Team, Engineers – North, South etc.

## WATCHBOXES

### Sample Screen Displays

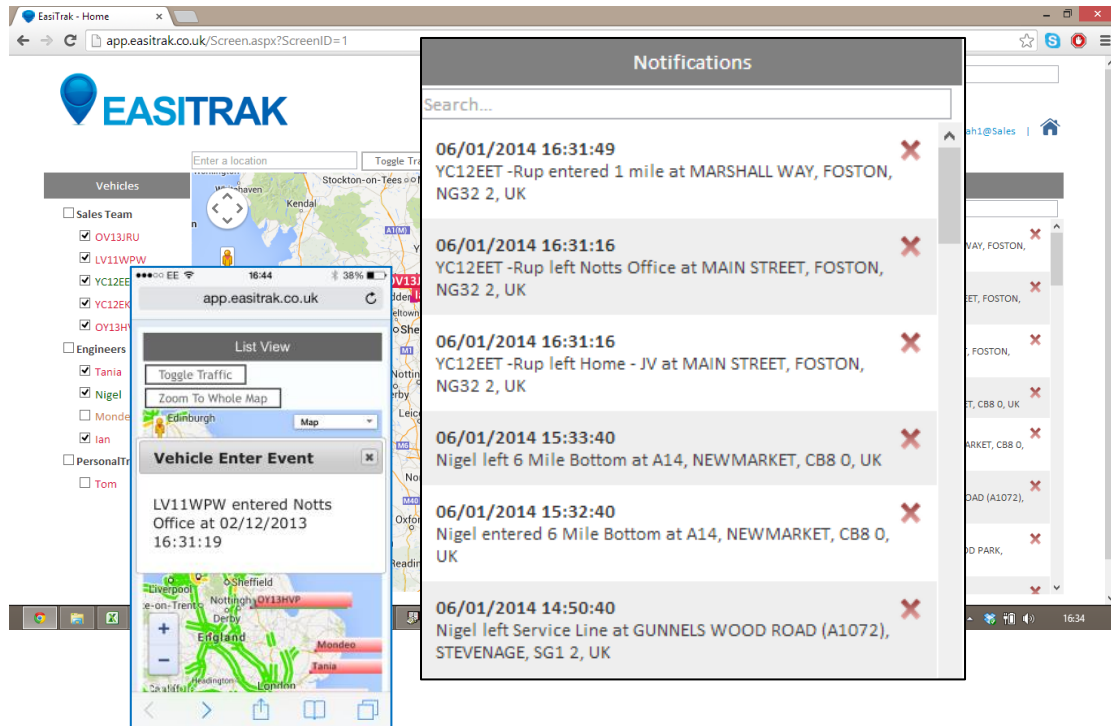


- A Watchbox is an area you can place on the map that you have an interest in vehicles arriving or departing from, similar to vehicles these can be grouped for ease of use.... "Depots, Customers, Homes etc."
- Automatic updates of vehicle arrival at and departure from Watchboxes
- One of the system's standard Watchboxes is the London Congestion Zone. This allows you to ensure that you are made aware of any vehicle entering the zone thereby ensuring that any fees are paid without incurring a fine.



## WATCHBOX MONITORING

### Sample Screen Displays

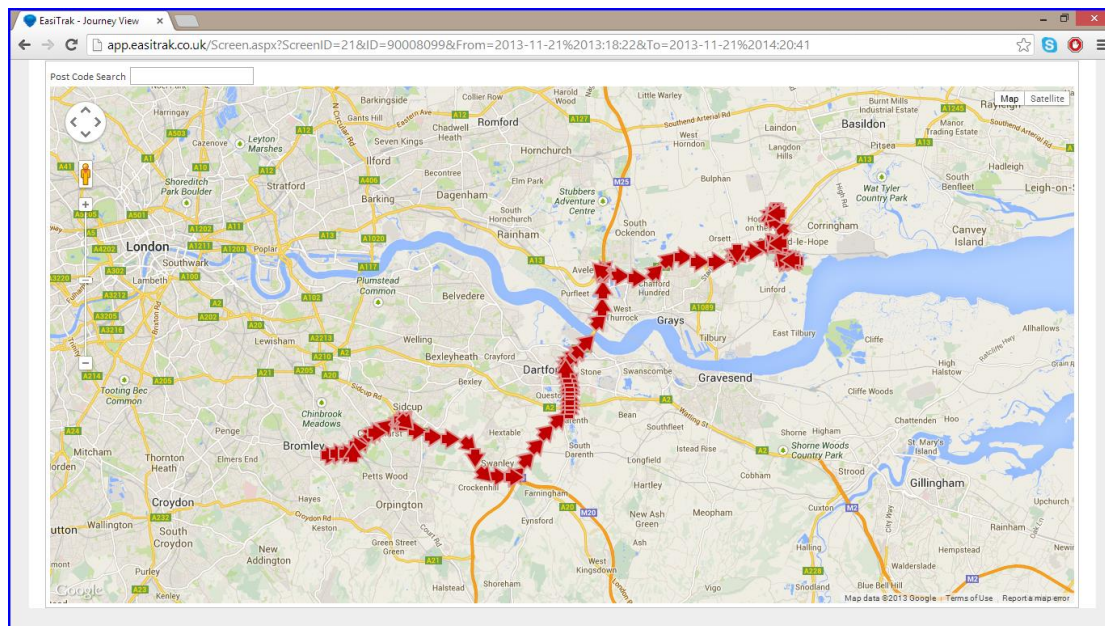


- Whenever you are logged into the system home screen and a vehicle enters or leaves any Watchbox that you have in your account database the system will raise a notification on the screen. This can be used to inform the transport or service desk that a vehicle has arrived or left a customer's premises.
- If you have vehicles that are allowed to be taken home and staff go from home to their first job of the day you will immediately know what time they left home

## THE HISTORY WINDOW

### Sample Screen Displays

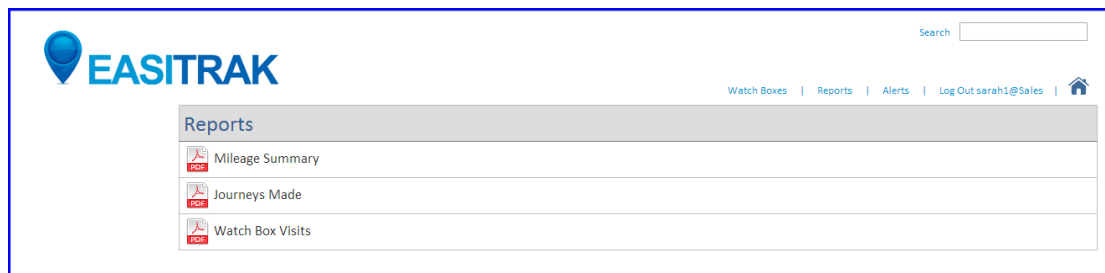
Movements - YC12EKX -Rup		
Please select a date 21/11/2013 - Thursday <input type="button" value="Show"/>		
Results		
Time	Action	ViewJourney
ALL DAY	-	<a href="#">View Entire Day On Map</a>
20:11:05	Stopped Nr MAIN STREET, FOSTON, NG32 2, UK In [Home - JV]	<a href="#">View Journey On Map</a>
19:18:47	Left from ROAD OFF BRAMPTON HUT INTERCHANGE, BRAMPTON, PE28 4, UK	
19:06:31	Stopped ROAD OFF BRAMPTON HUT INTERCHANGE, BRAMPTON, PE28 4, UK	<a href="#">View Journey On Map</a>
18:33:14	Left from WEST DRIVE, STOTFOLD, SG5 4, UK	
17:37:08	Stopped WEST DRIVE, STOTFOLD, SG5 4, UK	<a href="#">View Journey On Map</a>
15:54:59	Left from NORTH HILL (B1007), HORNDON ON THE HILL, SS17 8, UK	
14:19:41	Stopped NORTH HILL (B1007), HORNDON ON THE HILL, SS17 8, UK	<a href="#">View Journey On Map</a>
13:18:22	Left from LIDDON ROAD, BROMLEY, BR1 2, UK In [Head Office]	
10:51:07	Stopped LIDDON ROAD, BROMLEY, BR1 2, UK In [Head Office]	<a href="#">View Journey On Map</a>
10:49:54	Left from LIDDON ROAD, BROMLEY, BR1 2, UK In [Head Office]	
09:58:40	Stopped LIDDON ROAD, BROMLEY, BR1 2, UK In [Head Office]	<a href="#">View Journey On Map</a>
07:09:06	Left from Nr MAIN STREET, FOSTON, NG32 2, UK In [Home - JV]	



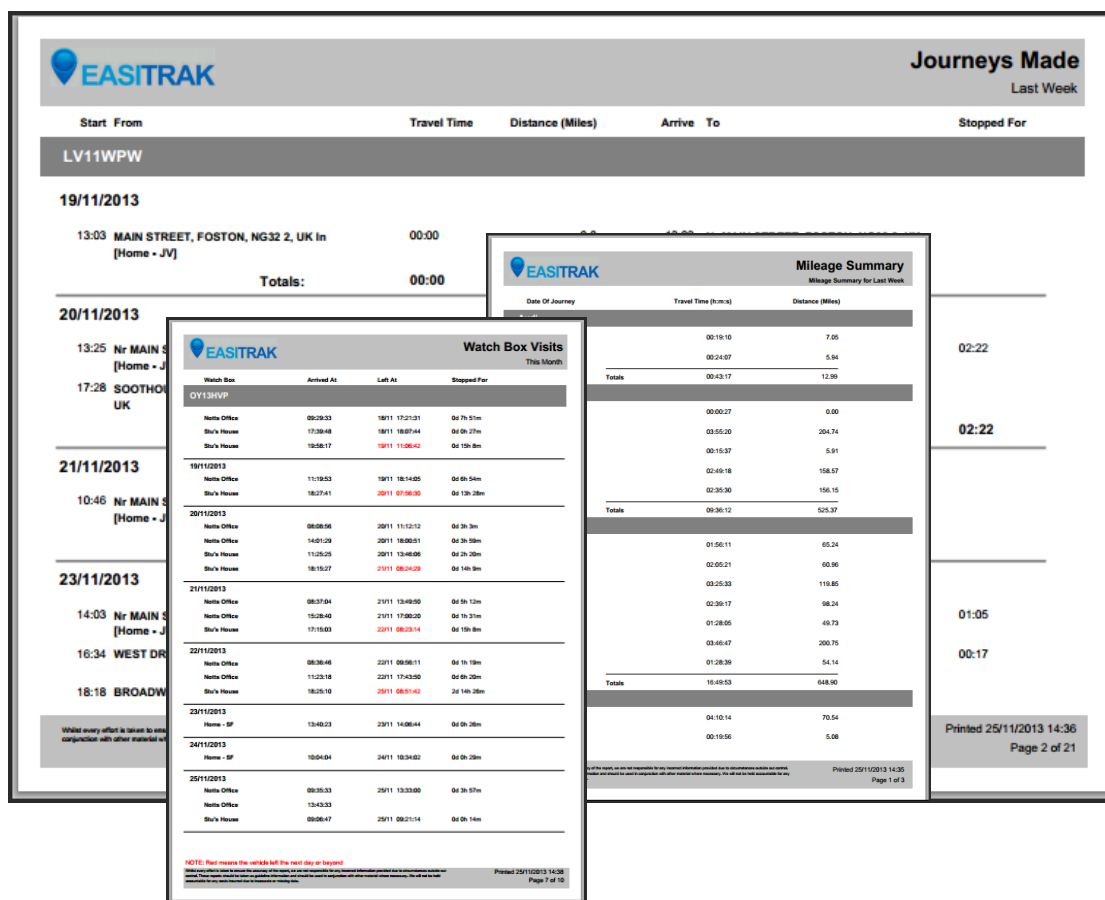
- Shows where vehicles have been using a “snail trail” History will display times of any starts, stops, length of stops and any watchboxes entered or left.
- View entire day option

## THE REPORTS FUNCTION

### Sample Screen Displays



Basic, easy to read reports generated from information gathered by the system software. A complete suite of “standard” reports that should cater for most eventualities.



The screenshot displays the 'Journeys Made' report for the last week. It shows a list of journeys with columns for Start, From, Travel Time, Distance (Miles), Arrive To, and Stopped For. The report is for vehicle LV11WPW and covers the period from 19/11/2013 to 23/11/2013. A 'Totals' row shows a total travel time of 00:00.

Below the main report, there are three smaller report previews:

- Mileage Summary:** Shows a table with columns for Date Of Journey, Travel Time (h:mm), and Distance (Miles). It includes a 'Totals' row for the last week.
- Watch Box Visits:** Shows a table with columns for Watch Box, Arrived At, Left At, and Stopped For. It includes a 'Totals' row for the last month.
- Printed 25/11/2013 14:36:** A small preview of a printed report page.

The bottom of the screen shows a footer with the text 'Printed 25/11/2013 14:36' and 'Page 2 of 21'.

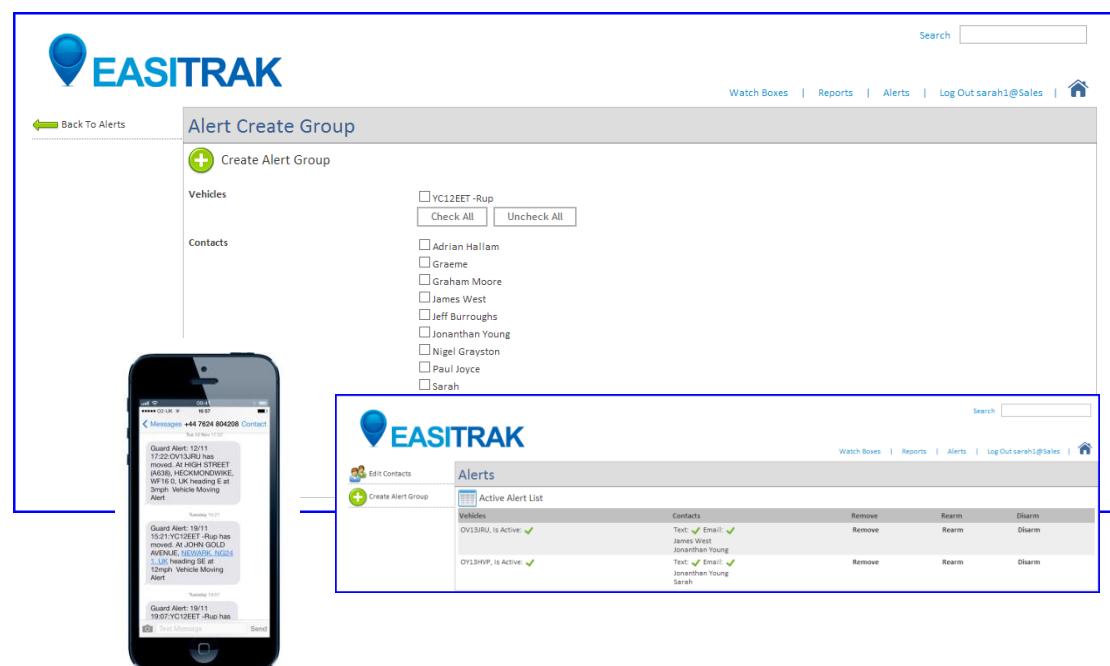
## THE ALERTS BUTTON

### Sample Screen Displays

If you are worried about vehicle theft then the alerts function is certainly something you will find useful.

An imaginary circle is placed around a vehicle whenever the alerts are “armed”. Should the vehicle move outside of that circle without the alert being “disarmed” then a text message and/or an email can be sent to one or more contacts that have previously been set in to the system.

By a couple of clicks you can create, edit arm and disarm vehicle alerts and be comfortable in the knowledge that your vehicles are being watched!



The screenshot displays the EASITRAK web application interface. The top navigation bar includes a search box and links for Watch Boxes, Reports, Alerts, and a user profile (Log Out sarah1@Sales). The main content area is divided into two sections: 'Alert Create Group' and 'Alerts'.

**Alert Create Group Section:**

- Vehicles:** A checkbox for 'YC12EET-Rup' is shown, with 'Check All' and 'Uncheck All' buttons below it.
- Contacts:** A list of contacts with checkboxes: Adrian Hallam, Graeme, Graham Moore, James West, Jeff Burroughs, Jonathan Young, Nigel Grayston, Paul Joyce, and Sarah.

**Alerts Section:**

The 'Alerts' section shows an 'Active Alert List' table:

Vehicles	Contacts	Remove	Rearm	Disarm
OY13RUL is Active ✓	Text: ✓ Email: ✓ James West Jonathan Young	Remove	Rearm	Disarm
OY13HWP is Active ✓	Text: ✓ Email: ✓ Jonathan Young Sarah	Remove	Rearm	Disarm

A smartphone in the foreground displays received alert messages:

- Guard Alert: 12/11 17:22:01 YC12EET-Rup has moved. At HIGH STREET (N436), HECKWINGWINE, WF16 6, UK heading E at 5mph. Vehicle Moving Alert.
- Guard Alert: 19/11 15:21 YC12EET-Rup has moved. At JOHN GOLD AVENUE, LEICESTER, LE2 6, UK heading SE at 5mph. Vehicle Moving Alert.
- Guard Alert: 19/11 19:07 YC12EET-Rup has moved. At HIGH STREET (N436), HECKWINGWINE, WF16 6, UK heading E at 5mph. Vehicle Moving Alert.



## MULTI PLATFORM

### Sample Screen Displays

The system can be accessed from any internet connected device, PC, Laptop, smart phone or tablet and any browser software. Simply connect your device to the web, enter the URL [www.easitrak.co.uk](http://www.easitrak.co.uk) and go to the customer login screen, enter your account and user details and you will then be able to run the system.



## SUMMARY.

**EASITRAK** is proving itself to be a powerful, flexible and extremely affordable tool in the day to day operation of our customers businesses. Although a cliché most of our customers would say that they could not operate now without having **EASITRAK** on their PC's. We have proved that our system fulfils its promises and does indeed reduce communications costs, increase service call or delivery targets and helps control overtime claims, how often do you hear that a product promises much but does not really deliver? This is definitely NOT the case with **EASITRAK** ask any of our customers.....

We are fully aware that there are many more complex systems in the market – some costing considerable more than **EASITRAK**. We are finding that many – particularly smaller fleet operators are just looking for an easy to use, reliable and affordable system. This is exactly what **EASITRAK** has been designed for.

For more information call

Tel: 01400 283600

Email: [enquiries@easitrak.co.uk](mailto:enquiries@easitrak.co.uk)

**If you are looking at a system now or have considered tracking at some stage in the past why not call us, what do you have to lose?**