



Promote Bicycle Commuting!

Patent Pending



A typical car parking space costs between \$3,000 and \$5,000 ... A single space in a parking deck costs \$10,000 to \$50,000

- info from League of American Bicyclists



DERO ZAP

- Reward commuters for biking!
- Reliable tracking of statistics
- Wireless, solar-powered units available


Many of the chronic conditions and diseases plaguing the American workforce today can be easily prevented by a simple shift in lifestyle habits. People who exercise a modest amount every day are far less likely to suffer from painful and expensive medical problems like strokes and heart attacks. Regular exercise not only helps to prevent health problems, but also boosts energy and alertness, leading to a more productive work force!

The Dero ZAP provides you with a reliable and easy way to accurately track and encourage biking as a healthy, green mode of transportation to and from your organization.

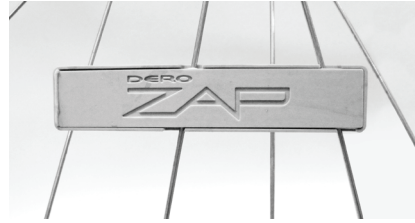


 www.dero.com  1.800.298.4915

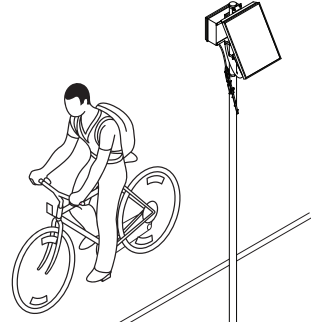


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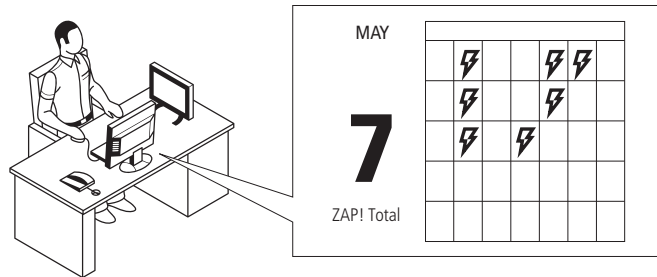
1 New participants bring their bikes in and an administrator attaches a tamper-proof RFID tag to their bike. The administrator links the RFID tag to the participant via a web-based interface.



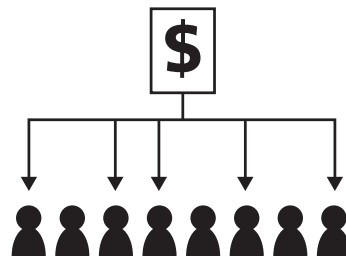
2 Readers are placed at one or more strategic locations. Each reader is surrounded by a clearly indicated zone. Commuters bike through the read zone as they arrive.



3 After parking their bikes and sitting down at their desks, commuters can log in to a web site and check how many times that month they have been counted!



4 The administrator can log in to the web site and download participant usage data to determine who qualifies for reimbursement.



15% of revenues from Dero ZAP sales are donated to KidCommute, a non-profit organization which uses RFID technology to count and provide incentives to kids who bike or walk to school.