



REDTAIL

T E L E M A T I C S

DESIGN & DELIVERY OF
GPS TECHNOLOGY
PRODUCTS AND SERVICES
WORLDWIDE



WWW.REDTAILTELEMATICS.COM

PRODUCTS & SERVICES

Redtail Telematics Corporation is based in Southern California and is an established global manufacturer of state-of-the-art GPS tracking products for fleets, as well as a strategic DataWarehouse supplier to the Insurance Telematics industry and other enterprise-level customers in both the U.S. and Europe. Redtail is a sister company of Cambridge, UK-based Plextek - an award-winning designer and manufacturer of communications systems for technology customers worldwide, and one of the largest independent electronics consultancies in Europe.



HARDWARE

More than 5 million devices deployed worldwide by the team.



FLEET

Track and Manage your Fleet - Anywhere, Anytime.



Redtail's PTCRB-certified Vehicle Asset Management (VAM) GPS product is now fully deployed in Europe and North America, offering a best in class total solution to fleet managers worldwide. To date the team has provided more than 5 million hardware units into the automotive aftermarket with an unmatched track record of quality, reliability and performance.



DATAWAREHOUSE

Your fleet data managed from a systems perspective: secure, flexible, scalable.



DESIGN SERVICES

Partner with one of the largest independent electronics consultancies in Europe.



MANUFACTURING

An unmatched track record of quality, reliability and performance.

PRODUCTS & SERVICES

HARDWARE

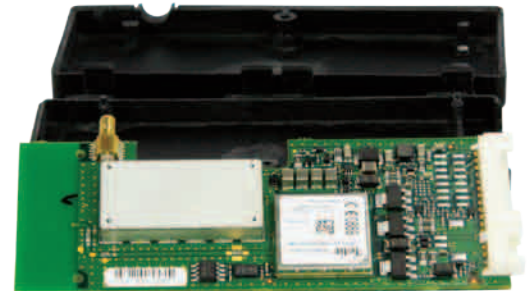
VAM (VEHICLE ASSET MANAGEMENT) – THE RIGHT WAY

Customers have spoken: the Redtail VAM is a best-in-class GPS worldwide hardware platform, with an advanced feature set designed to exceed market demands.

HIGH QUALITY DEVICE: Quad band (850/900/1800/1900MHz), developed with a well-defined feature set in mind for multiple vertical markets. Highly reliable and affordable, operationally simple yet immensely flexible to customer needs, VAM is approved by CE, FCC, PTCRB, IC (Industry Canada) and multiple wireless carriers.

EFFICIENT PROTOCOL: VAM is efficiently managed by the proprietary Redtail firmware protocol and the new Redtail DataWarehouse provides a systems-approach to customers with data integration requirements.

ADVANCED FEATURES: Driver Behavior data is the gateway to rapid Return on Investment (ROI) and continued savings. VAM captures and provides rapid acceleration, harsh braking and excessive rotation data from vehicles - without connecting to the vehicle's On Board Diagnostics (OBDII) port.



VAM HARDWARE SPECS

Key Hardware Features

- ▶ Quad Band GSM Modem
- ▶ SiRf Star III Chipset
- ▶ Internal GPS/GSM Antennae
- ▶ External Serial Port
- ▶ 3 Relay Drivers, 2 I/O's
- ▶ 3-Axis accelerometer, Gyro optional
- ▶ 10s High Impact event recorder
- ▶ LED Install Status Indicator



Data Communications

- ▶ GPRS UDP or TCP/IP
- ▶ OTA Firmware Updates

Approvals

- ▶ GCF, PTCRB, FCC, E-mark, CE, IC, AT&T

Form Factor Size

- ▶ 4.25" L x 2.0" W x .75"D

Power Consumption

- ▶ 12/24V, 40mA avg, 0.15mA Sleep

Temperature Range

- ▶ -40C to +85C functional
- ▶ -30C to +85C full spec

Environmental

IP67 and self powered

PRODUCTS & SERVICES

FLEET MANAGEMENT SOLUTION

REDTAIL's Fleet Management System (FMS) reduces expenses, improves customer service and provides tools to efficiently manage day to day fleet operations.

Dashboards

Make it easy for management and staff to access crucial and current vehicle data at little more than a glance. Quickly identify and manage risky driving behavior with a snapshot of fleet activity.



Driver Behavior

Capture rapid acceleration, harsh braking and excessive rotation data from fleet vehicles. Provides fleet managers with the data to improve driving behavior and reduce fuel consumption.



Location & Mapping

Quickly locate fleet vehicles with REDTAIL GPS tracking technology. Track and access fleet vehicles real-time via computer, smart phone or tablet.



Vehicle Information

Time is Money! Allow the REDTAIL Fleet Management System (FMS) to track your preventative maintenance schedules. Avoid unexpected out-of-service fleet vehicles.



Reports

Essential fleet management information at your fingertips. Whether you require high level or detailed reports to run your business, the REDTAIL GPS Fleet Management System (FMS) provides a suite of reports to meet your needs.



Support

We are here to help! REDTAIL offers numerous support materials to maximize the power of your fleet management software. Reference our online materials, access our online chat...or just give us a call. We are always happy to hear from our customers.



REDTAIL GPS tracking manages all types of fleets: Service Vehicles, Short and Long Haul Trucks, Taxi and Limo fleets, Personal Vehicles, Trailers and Off Road Construction Equipment.

FLEET MANAGEMENT SOLUTION

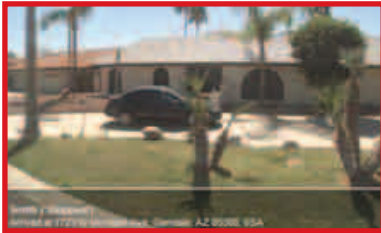
The REDTAIL Mobile App works on a variety of smartphones and tablets. You will know if the vehicle is currently moving or stopped, the last known location and a timestamp. If you have a large number of vehicles in your fleet you can type the first letters or numbers of the device name in the search bar and jump directly to that device.



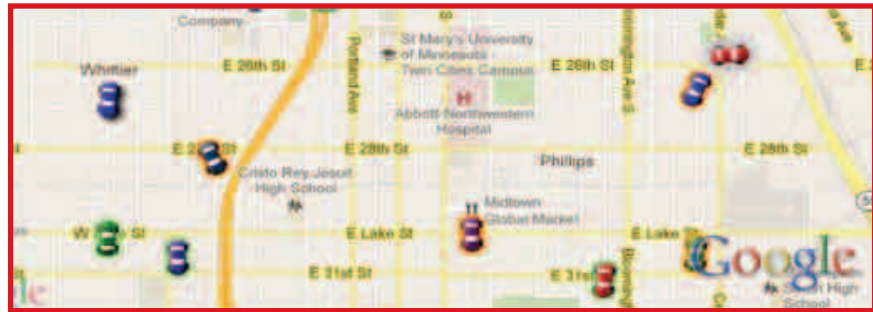
Access all aspects of the REDTAIL Fleet Solution using our mobile application, including: Devices, Alarms, History, Find Nearest and Preferences.

FLEET MANAGEMENT SOLUTION

Getting the most out of your fleet requires much more than basic GPS tracking. Knowing the precise location of your vehicles and drivers at all times is essential.



MAPPING AND LOCATION



- ▶ Track and Locate Vehicles Real-Time Via the Internet Increasing Productivity and Operating Efficiency.
- ▶ Receive Boundary Alerts When a Driver Exits or Enters a Preset Location.
- ▶ Customize Your Map and Add Points of Interest, Customer Addresses or Frequently Visited Locations.
- ▶ Quickly Locate Your Vehicles Using Dispatch Assist For More Precise Routing.

FLEET MANAGEMENT SOLUTION

DASHBOARDS

Dashboards combine data and graphical indicators to deliver at-a-glance summaries of information for users to view the state of their fleet and quickly respond.



- ▶ "Manage By Exception" and Quickly Identify Risky Driving Behavior.
- ▶ View Vehicles in Alert Condition Within a Chosen Time Period.
- ▶ See a Snapshot of Driver Behavior and Vehicle Information.

PRODUCTS & SERVICES

FLEET MANAGEMENT SOLUTION

REDTAIL GPS Fleet Management System (FMS) tracks driver behaviors in real-time, allowing you to see precisely where and when excessive idling, harsh cornering and braking, rapid acceleration and speeding occur. View these alerts straight from the User Interface or receive real-time alerts via email.

DRIVER BEHAVIOR



Wasted fuel is the largest source of lost revenue for fleets of all types and sizes. Monitoring driver behavior helps to significantly reduce expenses.

DATAWAREHOUSE

ROBUST, REAL-TIME DATA FOR ENTERPRISE CUSTOMERS WORLDWIDE

Redtail's DataWarehouse is a high transaction capability database designed for markets that require continuous location data up to ten locations per second. It was developed to work seamlessly with the Redtail Telematics Protocol to deliver verified journey data. Redtail has agreements with major airtime carriers to provide global cellular coverage at competitive rates.



Vertical markets have a need for telematics data such as location, monitoring, status and other metadata to enhance their Enterprises, and Redtail now offers customers a secure, scalable, flexible and deeply-integrated hardware, firmware and high transaction-rate database solution that treats data delivery from a system viewpoint in a way that is second to none.

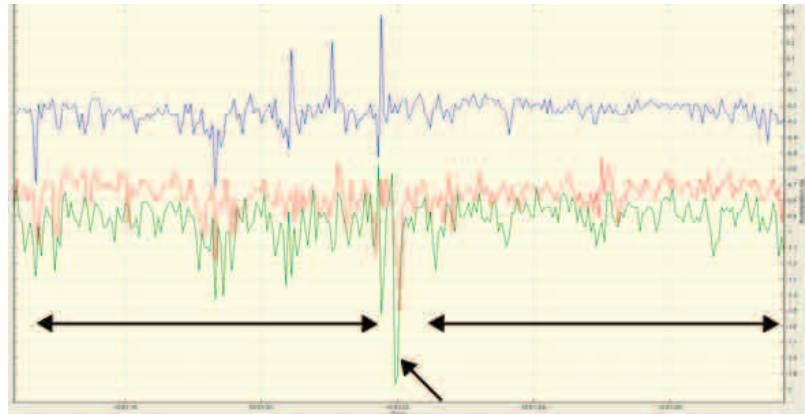
DATAWAREHOUSE

HIGH FREQUENCY DATA IS ONE OF REDTAIL'S SPECIALTIES

Driver behavior data from VAM's 3-axis accelerometer is buffered and transmitted to the DataWarehouse, delivering continuous journey data at up to 10x per second, collecting data about harsh braking, excessive rotation and acceleration, as well as other partial and complete journey information, asset tracking, location data – and more.

HIGH G IMPACT EVENT 'CRASH' USING 3-AXIS ACCELEROMETER

4 seconds 25Hz
accelerometer data
prior to impact



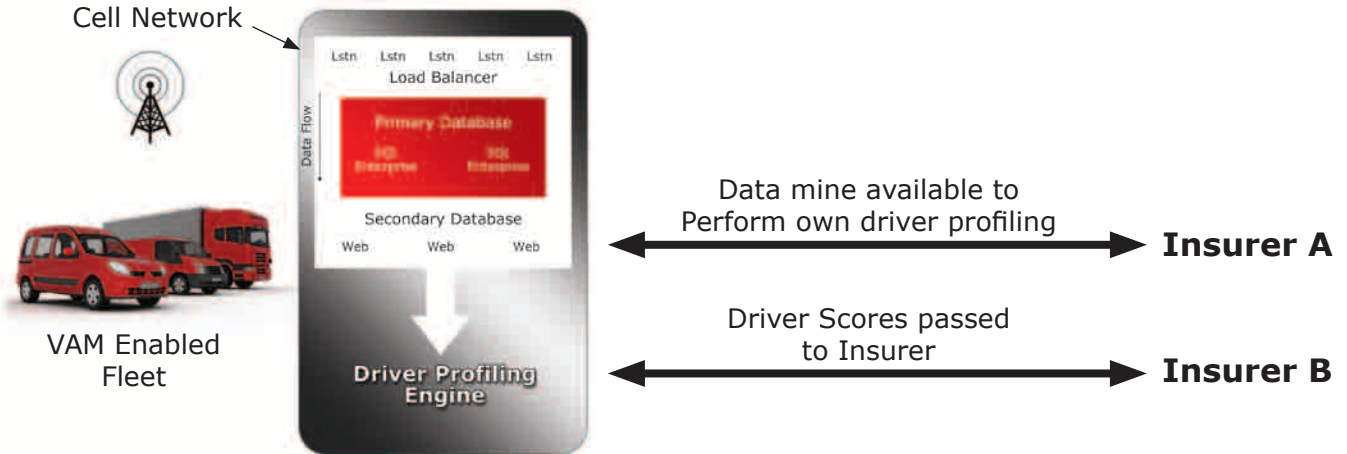
4 seconds 25Hz
accelerometer data
post impact

High G Impact
'crash' event

DATAWAREHOUSE

THE REDTAIL SYSTEMS APPROACH

Integration between the Redtail GPS device, the Redtail firmware it uses, and the Redtail DataWarehouse is unmatched in the industry. Redtail engineers have designed a fortified system that shields customers from the vagaries of today's cellular and computer networks and leaves nothing to chance, using a proprietary protocol between the device and the DataWarehouse. Data arriving randomly and at potentially high rates is load balanced and fed to internally redundant databases that can push data immediately or be mined at a later time.



PRODUCTS & SERVICES

DESIGN SERVICES

WIRELESS DESIGN, ADVANCED INDUSTRIAL AND AUTOMOTIVE TECHNOLOGIES FOR CUSTOMERS WORLDWIDE

Plextek Limited, sister company of Redtail has developed a wide range of successful automotive products, from one of the earliest telemetry systems for Formula 1 racing, to multi-media head units which provide in-car entertainment for luxury vehicles. This expertise has enabled us to develop reliable processes for developing products that meet the highest automotive quality standards.

- ▶ M2M & Telemetry:

 - GPS systems, RF Tracking systems, Fleet Management solutions

- ▶ Cellular 2G, 3G, 4G: GSM, W-CDMA and LTE

- ▶ Multi-media head units

- ▶ Bluetooth hands free kits

- ▶ Dashboard systems

- ▶ Electric vehicle systems

- ▶ Navigation engines

- ▶ Custom Radio Design



MANUFACTURING

CHOOSE REDTAIL'S MANUFACTURING CAPABILITIES TO BRING YOUR NEW PRODUCT TO MARKET

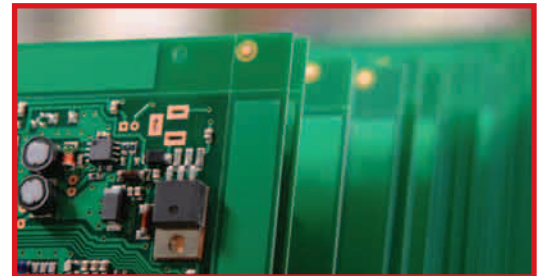
High Volume Manufacturing: Products designed by the team have been manufactured in excess of 1 million per annum in areas ranging from mass market automotive units through to highly-specialized low volume systems.

Pre-Certifications: Redtail's EMC testing facility in the U.K. is able to perform a wide range of pre-certification tests to ensure that clients achieve regulatory approvals in a smooth manner.

Procurement: Our expertise in component selection and bill of materials reduction has helped many clients realize significantly higher margins.

Test Systems: Redtail's sister company Plextek has developed a wide range of factory test solutions for both our own products and the products of our clients. These test systems are essential for ensuring high yields and maintaining excellent levels of quality assurance.

Contact sales@redtailtelematics.com to discuss all your manufacturing needs.





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