

# DISCOVERY

## NEWSLETTER

Issue 2



### INSIDE THIS ISSUE:

CES at Busch Gardens .....	1
Software Development Kit .....	2
geo-ZONES™ .....	3
Leasing from CES Wireless .....	4
Map Data Formats .....	4
Website Info .....	4
News .....	4

### Rhino Rally - a Ride into the African Veldt!

**Busch Gardens Tampa, Florida**  
*By Scott Garrett*

Busch Gardens announces their latest attraction and CES Wireless is there, to keep a watchful eye over the families experiencing a rugged ride into the Dark Continent.



Rhino Rally takes the family on a journey through treacherous terrain and dangerous animals. Rushing water breaks the bridge free, the LandRover is swept down the river spinning and listing until you arrive, safely, on the other side.

What kind of equipment would you want in this type of environment? Definitely rugged, reliable and built to last. The type that has been 'life accelerated' tested. That was the choice of Motorola dealer, TBA Communications of Tampa, Florida who installed the system.

Using the QUICK-trak™ AVL base mapping software, the entire ride is monitored from a central point. The LandRovers on the track/water portion of the ride are equipped with CES Wireless's vehicle mounted GPS-150 Automatic Vehicle Location unit which includes an operator PANIC button. This button is tied into the tracks "fail safe" shutdown system. Any of the vehicles can shutdown the complete ride in less than 2 seconds.

The GPS-150 is but one of a family of intelligent mobile wireless data products from CES Wireless. It is designed as a stand alone GPS receiver, for demanding applications where low maintenance, performance and reliability are essential. The unit has an integral data modem for transmitting the GPS information to a dispatch or control station over many of the popular wireless infrastructures, including 2 way radio, trunking, 220MHZ, satellite, CDPD and GSM. The unit is housed in a rugged aluminum extrusion, protected from harsh environmental conditions and comes complete with a radio interface cable. The GPS antenna is a separate item, with many different variants, including covert, dual CDPD/GPS or GSM/GPS, depending on the application.



Using pioneering techniques, the GPS-150 utilizes the most sophisticated form of Automatic Vehicle Location (AVL). This is called the Global Positioning System and is a constellation of 24 satellites developed by the U.S. Department of Defense, and made available without charge to commercial and civilian users. It reports GPS position, speed, elevation, input status, and direction together with time.

*Continued Page 2*

# Did you know...



Select CES Wireless data products have now been tested by Motorola and are now available for purchase directly through Motorola AAD.

You can download the Motorola/CES Wireless catalog from [www.accesssecure.mot.com/Accespoint](http://www.accesssecure.mot.com/Accespoint), or call Motorola (800-422-4210) or CES Wireless (800-327-9956 / 407-679-9440).

## CONTACT CES WIRELESS:

925-122 South Semoran Blvd  
Winter Park, FL 32792 USA  
[www.ceswireless.com](http://www.ceswireless.com)

### SALES:

Tel: 407-679-9440 Ext 1  
Toll Free: 800-327-9956  
Fax: 407-679-8110  
Email: [sales@ceswireless.com](mailto:sales@ceswireless.com)

### SUPPORT:

Tel: 407-679-9440 Ext 2  
Fax: 407-679-8110  
Email: [support@ceswireless.com](mailto:support@ceswireless.com)

### ADMINISTRATION:

Tel: 407-679-9440 Ext 0  
Fax: 407-679-8110

## BUSCH GARDENS

From Page 1

Navigational data is sent from the GPS satellites and collected by the vehicle mounted GPS-150. The information is then transferred automatically using mobile radio, cellular, satellite or any form of data link to provide a dispatcher with real time vehicle tracking.

The GPS-150 has a host of additional features, together with multiple input and output ports, making it a highly flexible and configurable system component. These include advanced features with intelligent radio interfaces, multiple serial and digital I/O ports. In addition to its GPS reporting capability, the GPS-150 can be interfaced to numerous other peripheral devices to provide advanced fleet management features. For example, it can be interfaced



A new ride at Busch Gardens will utilize technology from CES Wireless.



to engine management systems, sensors and controls to provide real time status conditions or any form of analog information.

QUICK-trak™ is a message dispatch, status tracking, mapping, sensor and control base software package. It provides the dispatcher with an easy to use windows style menu to monitor and control the entire fleet.

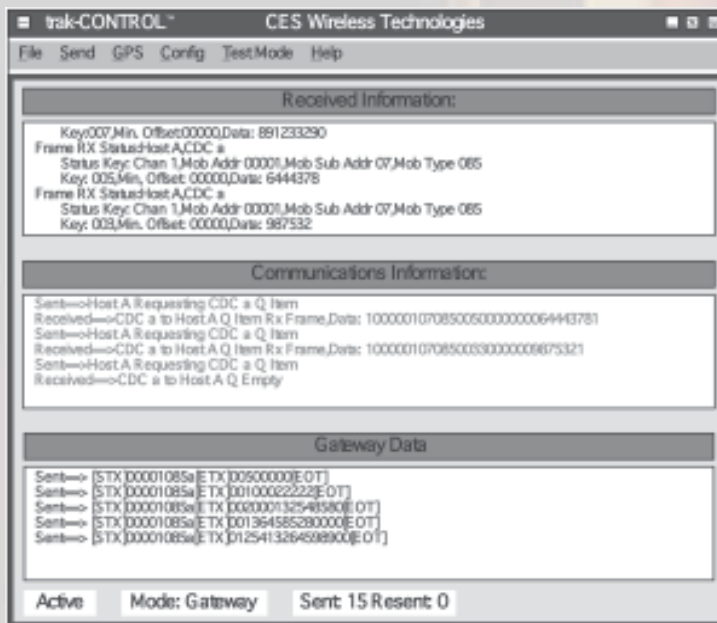
## Software Development Kit

Many of the CES Wireless data systems are interfaced to third party, "host" software systems. These are dedicated market specific dispatch systems, often already in place for many years.

trak-CONTROL™ is a CES Wireless developed open protocol supporting serial ASCII or TCP/IP that provides the software developer with a series of tools to easily integrate the CES Wireless system to an existing software dispatch system.

According to Troy Bieger, National Sales Director, over 50% of the CES Wireless installed systems use trak-CONTROL™ to provide seamless data communication between the existing software systems and the CES Wireless systems.

"The process is now very simple, I guess we have it down to a fine art", Troy added. trak-CONTROL™ contains an entire diagnostic module to quickly determine if a problem exists and a capability to examine the traffic flow between the two software systems.



# Feature Review — geo-ZONES™

## IT HAPPENS ALL THE TIME!

By Troy Bieger

Customers ask, “can we tell when our drivers get to their destination?”. Or, “how can I tell when the technician leaves the job site?”

## CES WIRELESS SOFTWARE PROVIDES THE SOLUTION.

The QUICK-trak™ and POWER-trak 2000™ mapping and dispatch software applications have tools to provide the user with the ability to create their own “geo-ZONES” on the map view. Sometimes referred to as “geo-fenced areas”, these regions are drawn on the map view by the dispatcher and can be named for easy identification and reference. The software also allows the user to select whether to indicate entry and/or exit from each of these regions. Similarly, “landmarks” may be placed on the map view as well to indicate anything from customer plants or offices to donut shops. These landmarks can also be configured to notify when a vehicle comes within a distance (for example, within 1/10th of a mile of the landmark).

The geo-ZONE™ may be used to identify customer job sites, stops along a service or transportation route, there are many ways of using regions to provide solutions to customer problems. The scenario below explains one potential application but simple variations would allow this same feature to be used in many customer applications.

Jim Carrolton owns The Black and White Car Company; a small independent transportation service that uses a “zone” model for dis-

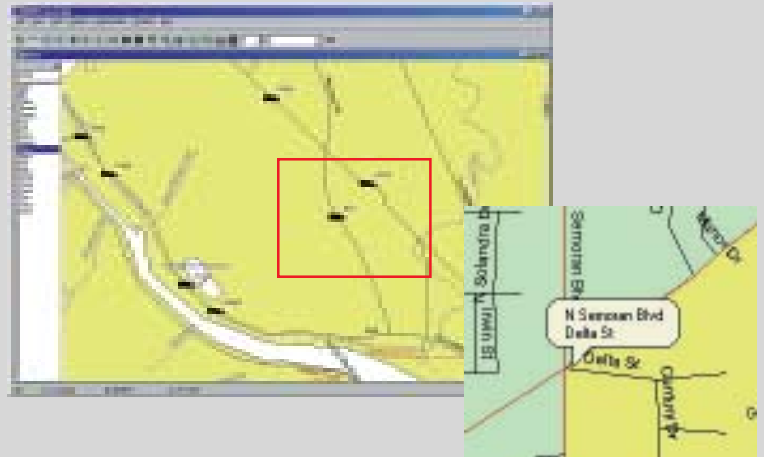
patching their drivers. This basically means that their operating area is broken up into zones (in this case 20). The drivers report themselves available and indicate what zone they are in. The calls are then dispatched to the vehicles based on who was first in the zone that the call is in.

The problem Jim had was that drivers would call in to dispatch and say that they are available in a certain zone when they are actually en route to that zone. The idea is that the drivers were trying to get themselves in queue in the busiest zones ahead of other drivers. So the guy who is 10 blocks away from zone 5 will get scheduled ahead of the guy who is actually just entering and should be next. This naturally lead to driver complaints about fairness and in general headaches for dispatch and management.

### CES Wireless' solution:

The company installs CES Wireless model TRK-240 mobile display terminals with the GPS receivers option in the vehicles. The unit is designed to allow a driver to activate a series of pre defined keys which reflect a message or status. Each key also supports numeric entry. This information is then transmitted immediately to the dispatch center where it is recorded in the CES Wireless software system. The TRK-240 supports time stamping, so that each message contains the time that the driver activated the key. It also supports message memory, in case the driver is outside the radio coverage area. Each message has an acknowledgement and retry protocol, ensuring that the message always gets through.

The internal GPS automatic vehicle



The QUICK-trak™ and POWER-trak 2000™ mapping and dispatch software applications have tools to provide the user with the ability to create their own “geo-ZONES” on the map view.

location option provides accurate geographical location to the dispatch center. Coordinates are transmitted each time the driver activates a status key, or at preprogrammed intervals. The dispatch center can also ‘poll’ the vehicle to obtain its current location.

Using the geo-ZONE feature, a dispatcher can “draw” a region on the base map software, identifying the location of each of their designated zones.

When they are ready to accept fares the driver will send an “Available” status message by pressing a key on the keypad. This message is sent to dispatch along with the coordinates of the vehicle. As the GPS coordinates from the vehicles are received, they are shown in sequential order on the top of the dispatchers screen along with the zone number that they are in. The next call that the dispatcher has for a fare in zone 5 for example, will go to the first driver listed in zone 5. This keeps the drivers from being able to fraudulently post to a zone that they are not yet in. The result is a fair and equitable system.

There are many solutions to customer requirements that are inherent to CES Wireless systems. Not all of these features are obvious at first glance. We encourage you to bring your customer requirements to us and let CES Wireless help you to answer your customer problems with solutions like geo-regions that are built in to the systems.

**Using the geo-ZONE™ feature, a dispatcher can “draw” a region on the base map software, identifying the location of each of their designated zones.**



TRK-240 mobile display terminal with the GPS receiver option.



# Leasing Adds Even More Value to a REAL TIME Fleet Management System

Today's economy demands increased productivity and tight cost controls, and a leased system from CES Wireless provides both. By leasing equipment, the cost of ownership is a current cost and is deductible in the current year. A CES Wireless system has been shown to increase productivity by as much as 15% and that means higher profit margins with little or no increase in labor or capital equipment.

How does it work? When a company selects a CES Wireless system to improve its fleet management, it can often finance that system with a lease for up to four years. Spreading the acquisition cost over a term reduces cash outflow and increases available cash from operations. To apply for a lease, simply alert your CES Wireless sales contact to the fact that you are interested. The salesperson will have you fill in a credit application including bank and business contacts and a copy of the past two-year's financial statements and/or tax returns.

We take it from there. CES Wireless has established a network of lease financing companies that work with us to provide a wide range of financing sizes and shapes to fit the needs of most of our customers. We do the groundwork and keep you informed of the progress and any questions that arise. Normal processing takes about one week and funding can be arranged to fit the delivery of the system.

Another advantage of leasing is that it allows for the purchase of a first-rate system such as a CES Wireless Fleet Management System as compared to less expensive equipment that may not have the functionality or durability of the CESWT system. The long-term savings in service costs, access charges and replacement costs are likely to far outweigh the apparent lower cost initial installation. Savings amount to nearly \$1,000 per vehicle over a five year period when compared to one of the typical competing systems, and they start in the very first year.

Please take advantage of the CESWT Leasing program and have your sales contact run a comparison of the five year costs of a CESWT system to those of any competitor to get a long term view of the costs and benefits of CESWT products and programs.

## Supported Map Data Formats

The CES Wireless GIS Department can now translate your map format. Here are the formats we now support. For complete details contact your CES Wireless sales representative.

1. AutoDesk – AutoCAD software, .DXF or .DWG formats (a.k.a. drawings or exchange files)
2. Bentley – Microstation software, .DGN format (a.k.a. design files)
3. Intergraph – Intergraph software, .DGN format (a.k.a. design files)
4. ESRI – ArcView and Arc/Info software, .SHP, .E00, or ASCII text (a.k.a. shapefiles, coverages, or generate) also, map LIBRARIAN, ArcStorm, and ArcSDE.
5. MapInfo – MapInfo software, .TAB or .MIF (a.k.a. tab files or MapInfo data Interchange Format)
6. International Graphics Exchange Standard – IGES files



Fleet Solutions for the Working World™

925-122 S. Semoran Blvd.  
Winter Park, FL 32792  
Phone 407-679-9440  
Fax 407-679-8110  
sales@ceswireless.com  
www.ceswireless.com

# News...

• [www.pinpointtech.com](http://www.pinpointtech.com)

• CES Wireless also announced that Surfside Taxi Software is now compatible with the CES Wireless product platform. This teaming resulted in recent \$250K transportation contract.

• CES Wireless products are now compatible with GSM systems, using SMS. The hardware platform is also upgradable to GPRS.

## CES Wireless Web Site



BULK RATE  
U.S. POSTAGE  
PAID  
WINTER PARK, FL  
PERMIT NO. 673