



# Track Star Newsletter



**Track Star International, Inc.**  
Location & Communications Technology Innovation



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## President's Message



Welcome to the latest issue of the Track Star Newsletter.

This newsletter marks a very special event at Track Star International, Inc. On January 28th of 2010, Track Star celebrated its **10th year** of providing customers with innovative solutions in GPS vehicle tracking. It has been very satisfying to me to watch the

evolution of the company over the past 10 years and I am very much looking forward to what the future holds for Track Star. To all of our valued customers and to all of our esteemed partners—a heartfelt "Thank You" for the success that you have helped us achieve.

Beyond reaching this significant milestone, we are releasing Version 5.8 of the Track Star AVLS system and an update to the software component of the Track Star Smart Antenna product, the GPS Data Forwarder software.

Outside the area of product enhancements, we have all been busy executing our plans for expansion into the Charlotte, NC area in addition to the opening of our new offices in New York. Operations in Mexico are underway with Technology Solutions, SA de CV.

All the while, we have been adding some significant new customers to the Track Star fold, including our first in the United Kingdom, and are preparing for a busy and successful year ahead.

I hope that you enjoy the newsletter and, as always, let me know how we can help you!

## Version 5.8 of AVLS

As this newsletter goes to press, Version 5.8 is being released to our user community! This new release offers some important and long awaited new functionality and it contains groundwork for additional new functionality in subsequent releases.

Among the new features and capabilities incorporated in the Version 5.8 release are:

**Maintenance Reminders**—Track Star AVLS V 5.8 adds user programmable maintenance reminders for various service functions to the product. The user can create as many reminder triggers as desired and base them on time, mileage or combinations of the two. As with other notifications in the AVLS system, these notifications can be sent to designated recipients via email and / or text message. This is a very flexible new feature providing utility to operators of all kinds of fleets.

**Vehicle Diagnostics**—We have been working closely with the talented team at Agnik to bring some of the data developed by their MineFleet product into the user interface that Track Star provides. The result of that collaborative effort is that Version 5.8 embodies the ability to alert

users to vehicle events detected and reported through the MineFleet system. Track Star AVLS users can also execute many of the reports offered by the MineFleet product from within the Track Star AVLS user environment. New MineFleet based reports provided in this version include Alerts, Fuel Economy, Idling and PTO. MineFleet can deliver alerts regarding vehicle performance and diagnostics as well as driver behavior through its engine diagnostic bus data connection.

**User Interface**—One of the first things that you will notice about AVLS Version 5.8 is the enhanced user interface. We have taken suggestions from the user community and merged them together with our own enhancements to deliver an even cleaner and easier to use operating environment than in previous releases. Many controls have been simplified or repositioned to provide easier and more efficient access to features of the application.

**Supported Devices**—Version 5.8 allows users to implement systems with the following devices, in any combination desired:

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### Quick Notes...

#### 2010 Trade Shows

- IWCE, March, Las Vegas
- IACP, October, Orlando

## Welcome Mr. Thomas Hill, Sales Manager

Track Star is proud to welcome Mr. Thomas Hill, in the position of Sales Manager, to our growing team.

Thomas brings a wealth of experience in GPS technologies to his new role here at Track Star. In previous positions, Thomas has been employed by HySky Communications, Teletrac and Terion where his responsibilities included deployments of systems in fleets both large and small all over the United States.

In his role as Sales Manager at Track

Star, Thomas becomes the primary point of contact for all sales related activities within the company. Thomas will apply his expertise and experience to both direct and indirect sales activities, working with prospective clients as well as with new and existing Track Star dealers, resellers and representatives.

Since joining the Track Star team, Thomas has been immersed in the Track Star product line and has developed strong knowledge of the products and their applicability to our

primary markets. He has also become well versed in the online presentation of the products using GoToMeeting. In short, he is ready to assist with all of your sales related needs!

Thomas is based in the Atlanta, GA region and can be reached through the main telephone line at Track Star (1-800-661-3515), directly at (315) 725-4433 or by email at [hilt@trackstar.com](mailto:hilt@trackstar.com).

Welcome aboard, Thomas!

## Version 5.8 of AVLS *(continued from page 1)*

- Sierra Wireless AirLink PinPoint, PinPoint X and PinPoint XT
- Sierra Wireless MP Series
- Blue Tree Wireless 5000 Series
- Enfora Spider, MT and Mini MT devices
- Portman Security 3200, CTS100 and WITS devices
- CalAmp Data Radio Gemini system
- GE Mercury system
- Track Stick passive GPS device
- Track Star Smart Antenna and GPS Data Forwarder products
- Generic TAIP devices
- Generic NMEA devices

Beyond the expansion of supported devices and other important new features and functions, Version 5.8 now provides an Analog Input report so that users who take advantage of our interaction with the analog data capture feature on supported devices have a means by which to generate reports on the collected data. Other reports have been added to the product in the area of geo-fence reporting and supervisory reporting functions based primarily on user community requests.

Notably, the newest version continues to provide users with the ability to overlay their own ESRI shapefile and aerial imagery data onto the supplied map data for highly customizable and localized screen views. This has been an important and widely used feature of the application and it remains fully supported in Version 5.8.

This new release of AVLS has been tested in Microsoft XP®, Vista® and Windows 7® operating systems. It is also worth noting that Track Star has begun shipping Microsoft SQL Server Express 2008 with the product, replacing the previously distributed SQL Server Express 2005 from past versions.

## Data Forwarder and Vehicle Navigation Applications

The GPS Data Forwarder has recently been tested with some of the popular laptop based navigation applications to determine if the laptop can guide the drive at the same time that the Data Forwarder is sending vehicle location to the AVLS system.

Using Franson GPSGate middleware to share the GPS data, the Data Forwarder was able to transmit vehicle location data to the AVLS system while the laptop software showed the location and movement of the vehicle on its map display. Extensive testing has been done using Microsoft MapPoint 2009® in this case and further testing with other popular applications will continue.

Contact Track Star for more information. An application note will be posted to the website shortly.

## Windows 7 and Track Star AVLS

In the weeks preceding the official release by Microsoft of Windows 7 on October 22, 2009, Track Star was provided with an advance copy of the new operating system by Microsoft. Using that advance copy of the Final Release Candidate, Track Star was able to conduct testing to determine the operability of the Track Star AVLS product in the new operating system. We were able to conclude the initial testing and publish our test observations before the new operating system was made available by Microsoft.

As a result of this testing, we found that the Track Star AVLS system functioned in the same manner in Windows 7 as it did in the Windows XP and Windows Vista environments. The details of the testing can be found on the Track Star website on both the "Home" page and the "Downloads" page as a PDF file.

Access to the advance copy of Windows 7 operating system came as a result of Track Star's participation in the Microsoft Developers program, an invaluable tool that provides our developers with up to minute access to resources and knowledge at Microsoft, allowing the Track Star AVLS system to remain on the leading edge of advances in operating system technology.

The new Windows 7 operating sys-

tem enhances the performance of computer systems by reducing its loading and consumption of resources on the computer. The result is that computers run faster with Windows 7 than with Windows Vista. The new operating system also provides a host of new enhancements to the user environment.

Many users of the Track Star AVLS product have remained in the Windows XP environment and did not transition to Windows Vista. For this reason, testing of the AVLS platform in this new operating system before it became available was a critical step.

Track Star will continue to test our products in this new operating system and will support the use of our products in the XP and Vista environments for as long as they remain viable operating systems supported by Microsoft. As a point of information, Microsoft ceased to provide mainstream support for Windows XP in 2009 and plans to do the same for Windows Vista in 2012 (*source—Microsoft.com*).

Track Star remains committed to providing our users with the latest technologies and will release further test results and compatibility information in the form of Application Notes via email and our website.

## Track Star GPS Data Forwarder Enhancement

Track Star recently released an update to its GPS Data Forwarder software product which is sold as both a standalone product as well as a component of the Track Star Smart Antenna product. This software component gathers GPS data from GPS receivers attached to laptop computers and then communicates that location information to the Track Star AVLS system.

In this updated release, support has been provided for the Sierra Wireless 598 wireless connectivity card which contains built in GPS receiver functionality. This device, once plugged into a laptop computer, instantly forms both the communications and the GPS components of the system and tracking of the asset is possible with no further equip-

ment.

In addition, the software has been provided with TAIP data output so that the Data Forwarder can deliver positional information to a wide range of CAD software products.

Finally, the software has been altered so that it transmits data even when GPS signal is not available, allowing detection of any attempt by the user to inhibit the tracking capability. In previous versions, the application simply stopped transmitting to the server if the GPS signal was absent.

The new version of GPS Forwarder is available now. Contact Track Star to learn more about the Sierra Wireless 598 device, available in versions for all wireless carriers.

## Version 5.9 User Input

Later this year, Track Star will release Version 5.9 of the AVLS application. Work is already underway to significantly upgrade the embedded mapping engine in the product and a host of new features are slated for inclusion.

Many of the new features that we add to the product start out in the form of suggestions for enhancement from our user community. We learn a great deal from the input that we get from our users and we want to take this opportunity to remind all of our users that we

greatly value any suggestions for features and capabilities that will make the product more useful to them.

If you have any suggestions or other information that you would like us to consider in developing this or future versions of the AVLS system, please don't hesitate to let us know. Suggestions can be sent by email to support@trackstar.com or they can be submitted via our online support ticket system on our website. Please feel free to send us any suggestions you may have!

## Track Star's New York and Charlotte, NC Offices

Track Star is bidding a fond farewell to the building that we have occupied in New Hartford, NY since the company was founded in 2000 and has opened a new office a few miles west on Route 5 in the town of Clinton, NY. In the span of the nearly 10 years that we have been in the former office in NY, we have grown to exceed the functionality of that office. The new NY location offers a much improved working environment for the New York team along with access to the data communications infrastructure required for the continued growth of the company as well as the continued support of our customer base in the Northeast.

The new office in New York is only a part of the plan that the company formulated in 2009. Another part of that plan was to open a location in Charlotte, NC to more firmly establish our presence in the south and to provide better access to travel in support of our domestic and international growth.

Our new Charlotte location is in the University area close to the University of North Carolina Charlotte campus and it provides the company with enhanced data access, a large, technically skilled workforce and access to afford-



able and convenient air travel.

The relocation of the New York office was completed at the end of November, 2009. Our Charlotte location will open during the first quarter of 2010 with operations in Charlotte already underway as we go to press.

Track Star will continue to provide seamless and easy communication to our customers, dealers, partners and others during this transition by implementing a new phone system that will tie our New York, Charlotte and Atlanta functions into one virtual office. Our new office address is:

7359 State Route 5  
Clinton, NY 13323.

Our direct dial number has changed to 315-381-3407 while our toll free number remains the same at 1-800-661-3515.

## AVLS on BlackBerry

Track Star is pleased to announce that a method for accessing the Track Star AVLS software product on the Research In Motion (RIM) BlackBerry Storm and other BlackBerry products is now available.

Working with our partners at Shape Services we have successfully tested access to the AVLS system on the BlackBerry using Shape's RDM+ product. Track Star users can install the components of the RDM+ product on their BlackBerry devices and be able to make use of the full range of AVLS functionality on those devices. An Application Note detailing this functionality is available on the Track Star website at the "Home" page and the "Downloads" page. The RDM+ product can be found on the RDM+ website and a link to that website can be found on the Track Star home page.

In a previous Application Note, a similar method of using the Track Star AVLS system on the Apple iPhone was detailed. The popularity of that solution prompted work on a similar functionality for users of BlackBerry devices. As other new smart phone operating systems grow in popularity, similar methods for those new devices will be developed.

Track Star is also working with Shape to provide a BlackBerry application that provides tracking of those devices within the Track Star AVLS system. This new product will be available in the first quarter of 2010 and will be followed shortly thereafter with versions for other mobile devices that employ the Windows Mobile, Android and iPhone operating systems.

## Track Star Offers GPS Signal Availability Products



Track Star is pleased to announce the signing of a dealer's agreement with GPS Source, Inc. which provides Track Star with the ability to provide GPS signal availability products to our customer base throughout the United States.

GPS signal availability equipment is useful to Track

Star users who desire to have GPS signals inside garages, barns and other structures where GPS signals are typically unavailable. The devices are mounted atop such structures where they collect GPS signals and then retransmit the signals inside the structure. The result is that vehicles inside the structure retain GPS visibility that was otherwise lost to them once they entered the structures.

GPS Source is a leading producer of these devices and other GPS radio frequency products and accessories. The relationship between Track Star and GPS Source allows Track Star customers to acquire these and other GPS signal accessories directly from Track Star. The relationship also provides Track Star with the tools necessary to assist customers with the FCC license applications that are sometimes required for use of this type of equipment.

Please contact Track Star for additional information. We will be happy to consult with you to find a specific solution tailored to your specific requirements.



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## Track Star AVLS Certified AT&T Solution

Track Star is proud to announce the inclusion of the Track Star AVLS system in the 2010 edition of the AT&T Wireless Certified Solutions Catalog. This achievement reflects the hard work and determination of the Track Star team. The certification comes as the result of testing performed by AT&T on the product itself and allows potential customers a level of assurance relative to the functionality and utility of the product.

The AT&T 2010 Certified Solutions Catalog may be found on the AT&T Wireless web site.



## About Track Star

For those of you who are first meeting **Track Star International, Inc.** in the form of this newsletter, an introduction is in order.

**Track Star** was founded in 2000 as a manufacturer of AVL products and related software. The legacy of our product designs reaches back to the infancy of commercial GPS utilization in 1994.

**Track Star** technology is applied to fleet management, security, safety and protective services applications. Our products are widely used in Law Enforcement, Government / Municipal, Utility, Service and General Transportation fleets.

Our long experience in GPS technology, digital mapping, and communication technologies have allowed us to develop solutions that meet the evolving needs of our customer base. **Track Star** is uniquely positioned in the vehicle tracking market place as the value proposition leader due to our unequalled system affordability, functionality and flexibility. Dynamic implementation of new technologies and features based on customer input are hallmarks of **Track Star's** approach to delivering the most advanced products at amazingly affordable cost points.

Today, at our 10 year anniversary, **Track Star** is a software developer and preeminent integrator of a variety of AVL devices. The result of our efforts is an AVL system with the highest levels of functionality and flexibility that meets the needs of a growing base of customers in various industries while offering significantly lower cost of operation than competing systems. The **Track Star AVL** solution and our other products continue to evolve with enhanced features and capabilities. The products advance in concert with development in all of the underlying technologies that are employed.



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## Ulster County NY Expands Track Star System

During a press conference held on December 4 in Kingston, NY, Ulster County Executive Michael Hien announced that the County has decided to expand its Track Star AVL system. Presently deployed in various Law Enforcement agencies around the county, the Track Star system will be expanded to include all county operated motor vehicles. The expansion is being implemented as a means by which the County Executive and department heads can quantitatively control vehicle operations costs while at the same time enhance the safety of the workers operating those vehicles.

As part of the press conference a demonstration was conducted to illustrate one way in which the Track Star system will enhance the information available to supervisory personnel relative to vehicle operations. A County snow plow, equipped with sensors to indicate the status of the snow plow and sander, was put into operation on county roadways while the assembled press and guests were shown the movement and equipment status of the vehicle in real time on a large screen projection of the Track Star AVL system. The observers were able to witness the vehicle's travels as well as see when and where the vehicle equipment was

utilized. At the same time, the observers were able to see the activities of various law enforcement vehicles around the county.

Ulster County will be installing equipment in vehicles operated by all departments including highway department, transit, social services and general motor pool vehicles. The visibility of vehicle utilization will enable management personnel to ensure vehicles are used efficiently and appropriately, enhancing the stewardship of taxpayer resources to the maximum extent possible. Citizens of the county will benefit as well through improved delivery of

county services in all aspects of vehicle operations. In total, more than 400 vehicles are being added to the Ulster County fleets, making it among the larger municipal deployments for the Track Star AVL system to date.

Track Star is very proud to have been chosen to provide Ulster County with this expansion.



## Track Star in Mexico

Another exciting new development for 2010 is the establishment of a new partnership that brings Track Star products to the Mexico marketplace. Our new partner, Technology Solutions, SA de CV, has opened a new office in Mexico City and has installed software products necessary for full support of the Track Star product line.

Mexico is an important market for Track Star and the expertise of Sr. Rodolfo Sanroman Perez in that market will solidly establish the company's presence in this area. Rodolfo has established an office in

Mexico City and installed the necessary communications infrastructure to support new customers in the region. He is also adding technical staff with the skills necessary to meet the technical requirements to support Track Star systems.

With relationships in government, military and commercial market verticals in Mexico, Technology Solutions, SA de CV will serve to effectively represent Track Star throughout Mexico. Track Star is very proud of this new relationship with Rodolfo and his growing team!

## New Devices

**Sierra Wireless AirLink PinPoint XT** for Verizon and Sprint: this newly certified product provides the power of the PinPoint GPS/Modem in a smaller and less costly platform. The device makes use of ALEOS intelligence and it is fully implemented in the Track Star AVL system. Data sheets for both Verizon Wireless and Sprint products are available on the Track Star website.



**Super Track Stick:** represents the first passive GPS device to be integrated into the Track Star AVL system. The battery powered device records GPS positions and saves them in internal memory. When the device returns, it is plugged into a computer and specialized Track Star

software automatically extracts the saved data and places it in the Track Star AVL database so that reports and activity replays can be executed. The device ships with both magnetic mounts and a belt clip.

**Oncomm Rocket** products have been tested in the application recently, taking advantage of the TAIP communications capability of the device.

**Sierra Wireless 598 AirCard** is a unique new wireless data connectivity product available in versions for all wireless carriers that contains a built in GPS function. This GPS function is now supported in the



Track Star GPS Forwarder software product, allowing users to track their laptop computers easily and inexpensively when equipped with this device.

**Enfora Mini-MT:** In response to a number of requests for a device that provides the ability to provide location information for individuals rather than vehicles, Track Star has recently implemented an interface to the Enfora Mini-MT product, a belt worn, battery operated, all-in-one GPS location reporting device. Ideal for workers deployed outside vehicles and even for K9 deployment, this affordable and well designed device performs well in all tested environments and applications.

