

Tracking and Location

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M2M Staff

M2M hardware provider Kyocera Wireless Corp., www.kyocera-wireless.com <<http://www.kyocera-wireless.com>>, San Diego, Calif., landed a new customer for its Kyocera 200 module. Track Star Intl. Inc., www.trackstar.com <<http://www.trackstar.com>>, New Hartford, N.Y., is using the M2M module for its new Orion vehicle tracking and data communication product.

Track Star develops fleet management and vehicular location services via GPS (global positioning system) technology. By using the M2M module, the company says it can offer data connectivity in equipped vehicles as an adjunct to tracking and location information.

“The Orion system provides an affordable solution to fleet managers, dispatchers, and security operations seeking a way to lower operational costs in times like these when gasoline prices are at an all time high,” says Michael Hughes, vice president of research and development for Track Star Intl.

Track Star says Orion has undergone testing by an independent, third party lab and obtained certification from Verizon Wireless, www.verizonwireless.com <<http://www.verizonwireless.com>>, Bedminster, N.J., for use on its national CDMA network. Like many telematics applications, coverage and reliability were two of the major factors influencing Track Star’s deployment.

“The integration with Track Star’s Orion provides a compelling solution for connecting fleet management systems with an almost unlimited variety of vehicular applications in North America at both a purchase and operational cost not previously available for a system with such versatility and capacity,” says Dean Fledderjohn, general manager of the M2M division at Kyocera Wireless Corp.

Vehicle-location tracking is one of the most widely adopted applications of M2M, particularly for fleet management. Other applications, such as location tracking for inventory management and security, which has been widely used by small-package carriers for years, is growing steadily in air and sea freight, and also for port and harbor operations. Remote diagnostics is also turning up in freight trucking and rail.

“The entire market has benefited from productivity that comes from having better visibility,” says Glynn Spangenberg, vice president of business operations for Qualcomm Wireless Business Solutions, www.qualcomm.com/qwbs <<http://www.qualcomm.com/qwbs>>, San Diego, Calif. “Fundamentally, productivity has been driven by visibility into the events that are taking place that are the key activity drivers in a company’s business.”

Technology in this industry has come a long way in recent years, from basic location tracking with GPS to advanced fleet optimization. M2M applications, such as remote engine diagnostics and status reports that are created through automated messaging, let carriers assume considerably more control over financially significant elements of the business.



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