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7/7/04

Kyocera Wireless Provides M2M Functionality for Track Star's Orion Vehicle Tracking System

CDMA-Based Telemetry Module Powers New Generation of Wireless Applications

San Diego - (July 7, 2004) - Kyocera Wireless Corp., a leading global manufacturer of wireless handsets and telemetry modules, today announced that its CDMA-based Kyocera 200 module for machine-to-machine (M2M) applications has been designed into Track Star International, Inc.'s new Orion vehicle tracking and data communication product. Track Star produces, researches and develops fleet management and vehicular location services via Global Positioning Systems (GPS) across a range of diverse applications. The range of features provided by Kyocera's 200 module allows Track Star to offer data connectivity in equipped vehicles as a valuable adjunct to tracking and location information.

Orion has already undergone rigorous testing by an independent, third party lab and has obtained certification from Verizon Wireless for use on its national CDMA network. Kyocera's 200 module enables Track Star to deliver its vehicle tracking products over the most widely deployed wireless technology in North America. Network coverage and reliability are primary considerations when deploying telematics applications requiring anytime access to remote systems and facilities. In addition to the coverage

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Tracking and Location

August 2004

M2M Staff

M2M hardware provider Kyocera Wireless Corp., www.kyocera-wireless.com, San Diego, Calif., landed a new customer for its Kyocera 200 module. Track Star Intl. Inc., 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, 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, 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.

advantages it affords, CDMA's capacity and network stability for data applications surpass those of competing technologies, making it the most efficient and cost-effective wireless technology for M2M solutions and services.

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"The Kyocera 200 module provides a complete CDMA feature set offering superior interface capabilities to the host system in a reliable and stable platform," said Dean Fledderjohn, general manager of the M2M division at Kyocera Wireless Corp. "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."

"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," said Michael Hughes, vice president of research and development for Track Star International. "The ease of integration, quality and performance of the 200 module from Kyocera Wireless was a key factor in our development success. It allowed us to deploy our product quickly without issues or delays."

For more information about Track Star and the Orion vehicle tracking and data communication system, please visit www.trackstar.com.

About the Kyocera 200 Module

The Kyocera 200 Module is designed to enable M2M and telemetry applications such as vehicle location, SCADA, asset tracking, remote metering or security, wireless vending, exception reporting and wireless point-of-sale terminals. The module is equipped with tri-mode capability (including AMPS), A-GPS position location capability and support for IS-2000 data rates. Other features and functions include two-way Short Messaging Service (SMS) capabilities; simple and mobile IP; AT command interface; dual UARTs; analog audio; two RF connectors; high-speed packet- and circuit-switched data; and support for both 13k QCELP and EVRC vocoders.

The developer's kit and programming tools to support integration of wireless capability into OEM products and

systems are available for purchase by module customers.
For additional information, please visit www.kyocera-wireless.com/200_module/details_200module.htm

About Kyocera Wireless Corp.

Kyocera Wireless Corp. is a wholly owned subsidiary of Kyocera International Inc., which acquired QUALCOMM Incorporated's CDMA consumer wireless phone business in February 2000. Kyocera Wireless Corp. is a leading supplier of innovative, feature-rich CDMA handsets and accessories for customers worldwide. Based in San Diego, California, the company is ISO-14001 and ISO-9001 certified and has won city, state and federal awards for its environmentally friendly manufacturing and recycling practices. For more information, please visit www.kyocera-wireless.com.

Kyocera Corporation, the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of advanced ceramics. By combining these engineered materials with metals and plastics, and integrating them with other technologies, Kyocera has become a leading supplier of telecommunications equipment, semiconductor packages, electronic components, cameras, laser printers, copiers, solar energy systems and industrial ceramics. During the year ended March 31, 2003, Kyocera Corporation's consolidated net sales totaled approximately US\$9 billion (JP¥ 1,069,770 million) with net income of approximately US\$348 million (JP¥ 41,165 million).

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Tracking and Location

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News: Associations

Kyocera Debuts Onboard Module for Orion System

7/15/2004 — Kyocera Wireless Corp., San Diego, Calif., manufacturer of wireless phones, has introduced its Kyocera 200 module for the Track Star International Inc.'s Orion vehicle tracking and data communication product.

Track Star, of New Hartford, N.Y., develops fleet management and vehicle location services using GPS across a range of applications. Kyocera 200 module features enable Track Star to offer data connectivity as well as tracking and location information.

According to the Kyocera announcement, Orion has been tested by an independent lab and has obtained certification from Verizon Wireless for use on its national CDMA network. CDMA stands for Code Division Multiple Access, a cellular technology developed by Qualcomm.

"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," said Kyocera's Dean Fledderjohn.

For more information about Track Star and Orion, visit www.trackstar.com.

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