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Page 1(1)

139 17-4



BIG BROTHER'S TEXTING YOU

Aeromark, a UK supplier of mobile workforce management systems and tracking equipment, has introduced an interesting upgrade to its real-time fleet visibility product, Aerotrack.

The new, unique system provides a permanent audit trail of all communications between driver and control, using simple text messaging.

Known as Track-Talk-Text, it comes free with the entry-level Aerotrack fleet management system in order to put drivers and fleet operators in touch through text. Aeromark claims that no other system provides such simple, verifiable real-time communications.



Entry-level Aerotrack already provides a comprehensive suite of features to help fleet controllers identify vehicle locations, establish their progress according to schedule, and make amendments to the schedule as required throughout the day.

TTT adds the facility — at no extra cost — to contact drivers through a mobile phone and keep a permanent log of all text messages exchanged. Operators can send texts to the drivers' mobiles direct from their computer using a full keyboard to input the message; replies from drivers are then automatically stored in the company's back-office system to form a permanent record for future scrutiny.

Although there is no additional hardware cost for the system, drivers are required to use an Aeromark mobile telephone provided at rates competitive with all existing suppliers.