



MyCars.com.au @ \$299

Traditionally IntelliTrac Hi End GPS tracking devices have been offered at corporate & government levels at \$1200-\$2000 price points per vehicle. Studies have shown that even with current median price points of basic products at \$700, the technology is still not affordable for small to medium (SME) sized businesses.

Mycars was developed to assure SME's a low cost, low risk entry into GPS Tracking. Providing most of the functionality of more expensive systems. Mycars offers:-

- Free installation**
- 2 year warranty,**
- 2 year fixed low monthly fees**
- No contracts!**



Blits-NavLite @ \$199

Blits-NavLite provides a Messaging and Navigation add on to the Mycars GPS Tracking system at additional \$199.



BLITS- Business Logistics Information Technology System provides simple 2 way messaging of up to 128 characters between driver & office via IntelliTrac's Internet based software. In addition it also provides Australia Wide Navigation.

- Tracking**
- Messaging**
- Navigation**

Also Inside This Issue

- It's all on a Tablet! Windows 7 Portable Mobile Data Terminal
- IntelliTrac New Plug & Play GPS Tracking
- New i7 Magnetic Mount Trailer & Container Tracking

CEO Desk

Welcome to our spring edition of Enews!

Those of you that have been following the GPS Tracking industry may have noticed some changes in the industry over the course of this year.

As the perceived barriers to entry are lowered and the cost of inferior products is reduced, we have noticed an influx of home based competitors in the industry. The huge influx has resulted in the market being unable to differentiate between reputable industry leaders and cottage businesses.

Our market research has shown that some impressive web sites are run by micro businesses that have purchased a handful of products over the internet and are peddling their wares using unlicensed Google maps based turn key web sites hosted by their suppliers.

The problems soon arise when these operators discover that their products which are using non approved components are subject to local ACMA approvals and licencing is required for mapping platforms. Suddenly their pricing models don't quite stack up and they disappear.

Sadly the lack of company differentiation has resulted in reputable industry leaders having to lower pricing to unsustainable levels, resulting in a number of industry leaders either pulling out of the market or going into liquidation.

Our Managing Director John Durante wrote an article earlier this year warning of the impending situation, and warning organisations to carefully choose their GPS Tracking provider.

As CEO of IntelliTrac I would like to assure you that our business is sound and has been operating successfully and profitably for 23 years.

Our latest TV campaign and "ImagineGPS" branding has proven to be extremely successful and we look forward to bringing new and innovative ideas to the market in the coming months.

Dean Calapai CEO



ImagineGPS.com.au

Each morning our MD and CEO get off to an early start with a phone hookup as they drive to work. Earlier this year they were discussing a number of oddball GPS Tracking applications that IntelliTrac had been asked to develop, when suddenly they both uttered:- "Imagine what we will be asked to do next?"

and that is how the ImagineGPS theme and branding was born.

A new logo and website were quickly developed and a TV campaign was launched in Melbourne, Canberra, Sydney and Brisbane.



After a successful six month campaign, ImagineGPS has brought to the market a vision that GPS tracking technology may be applied in many areas of our organisations and personal lives. The ImagineGPS TV Campaign may be viewed on our website.

Win 7 MDT On A Tablet!

Further to the success of the In-Car PC, IntelliTrac now releases the latest Atom Processor technology Tablet PC.

1. Processor : Intel Atom N450/N455,1.66GHz
2. LCD : 10.1" 1366 x 768 LCD TFT touch screen
3. Memory: 1GB (up to 2GB) ,
4. Storage : 250GB
5. Built in camera
6. WiFi & RJ45
7. Optional 3G
8. USB port x 2
9. SD/MMC Reader
10. VGA Output
11. Audio input
12. Audio output
13. AC Charger & DC Car Chargers
14. 5 Hour Battery Operation
15. Dimension: 271.5x165x22.7mm
16. Weight: 1KG



From \$895

Bundle with IntelliTrac Tracking, Messaging and Navigation software for a complete in vehicle mobile data terminal & mobile office solution.

i7 Magnet

Trailer & Container GPS Tracking has just become child's play with IntelliTrac's latest i7 magnetic mount container tracking.

Measuring only 102mm x 46mm x 47mm, the i7 provides 3 daily track positions for up to 3 months on a single charge.

Combining G-Force sensors and tamper circuitry, the i7 instantly reports any attempts to remove the device, low battery status and excessive stationary periods.

Specialised advanced features provide real time tracking and email alerts once the device is in motion.



Plug & Play DIY GPS

IntelliTrac announces plug & play versions of IT-10 and IT-200 GPS Tracking systems.

Devices simply plug into vehicle OBDII on board diagnostics ports facilitating easy DIY installation and vehicle swaps.

IT-200-OBD now provides additional real time information such as harsh braking and acceleration.