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MiX Telematics launches new generation RIBAS display unit at Coach and Bus Live 2009

MiX Telematics will be showing the latest generation of its RIBAS display unit at Coach and Bus Live 2009. The new-look unit is smaller overall and features illuminated symbols rather than text in order to convey its messages to drivers in a more clear and simple-to-interpret format.

"Together with our FM Communicator, the original RIBAS display has been instrumental in the success of our fleet management solution within the UK bus and coach industry," comments MiX Telematics' UK Marketing & Operations Director, Steve Coffin. "In conjunction with feedback from our operators, and as the system is now enters service with more and more customers globally, we have taken the system to the next level to make its alerts universally clear to drivers the world over."

FM Communicator and RIBAS display

As MiX Telematics' premium on-board computer, the FM Communicator offers vehicle tracking, communications and the ability to interface with satellite navigation systems. Accompanying the FM Communicator is a choice of reporting software; FM Pro for PC-based analysis, or FM-Web for internet-based access.

The RIBAS display, which operates in conjunction with FM Communicator and is offered as an optional extra, is a dashboard-mounted array of five symbols which illuminate whenever the driver exceeds a pre-programmed vehicle parameter. Each symbol is positioned alongside its corresponding letter, where:

R = over **R**evving
I = excessive **I**dling
B = harsh **B**raking

A = harsh **A**cceleration
S = over **S**peeding

MiX Telematics

Founded in 1996, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years – helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, Germany and the United Kingdom and an extensive global distribution network.

Further information:

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