
MIX TELEMATICS PRESS RELEASE

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MIX TELEMATICS SHORTLISTED IN ICT EXCELLENCE AWARDS 2010

Birmingham Business Park-based MiX Telematics UK Limited has been announced as a finalist in the *Green Technology* category of the West Midlands Information and Communication Technologies (ICT) Excellence Awards 2010.

MiX Telematics has been shortlisted for its Fleet Manager range of bespoke transport technology-based solutions, which has been designed to enhance fuel efficiency and operational performance and deliver sustainable long-term environmental benefits and a rapid and substantial return on investment.

Having presented its submission the company is now awaiting the award's judging panel's decision, which will be announced at an evening ceremony following the annual ICT Conference on 25th November 2010 at the National Motorcycle Museum in Bickenhill, Solihull.

Commenting on the awards, Steve Coffin, Marketing & Operations Director at MiX Telematics (UK) Limited, says: "We are delighted to be recognised for our products and achievements as well as the contribution they make in minimising the impact of transport operations on the environment. We have a pro-active promotional campaign and would be delighted to incorporate the message that we have been shortlisted and, more importantly, succeeded in winning this award."

Fleet Manager is a vehicle-mounted computer which captures vehicle, driver and positional data in real-time and transmits it to MiX Telematics' secure servers via a private GSM data network. FM-Web, MiX Telematics' web-based software, receives and analyses the data then generates a series of bespoke and easy-to-interpret performance reports, which are delivered to the customer via the Internet. Also included is real-time tracking, enabling managers to monitor vehicle positions and schedule work accordingly.

Fleet Manager also features RIBAS, an in-cab driving aid that is designed to assist the driver get the very best from his or her vehicle. RIBAS uses a dashboard-mounted array of five symbols, representing everything from over revving to harsh braking and acceleration, which illuminate whenever the driver exceeds a pre-programmed vehicle parameter. In addition to giving operators a greater insight into the performance of their vehicles and drivers, MiX Telematics also provides users with an in-house consultancy service staffed by industry experts.

“The awards provide a great insight into the sheer diversity and talent on offer in the West Midlands technology community and beyond,” says ICT Cluster Manager Mike Musson. “The ICT Cluster, comprising technology businesses, educational establishments and support organisations working in collaboration, is enabling the West Midlands to build a dynamic regional economy as well as compete successfully in the competitive ICT marketplace, on a global level.”

Shortlisted companies will be eligible for membership of the exclusive ICT Excellence Club. The Club was set up to encourage award-winning businesses to share knowledge, create business opportunities and accelerate growth in the region and beyond.

The annual ICT Excellence Awards were established in 2005. They aim to showcase successful and innovative ICT companies and public sector organisations, of all types and sizes, and provide recognition to their teams for all their hard work and effort.

To find out more about the ICT Cluster, please follow at: [Twitter](#)/wmidlandsict, the ICT Cluster Group on LinkedIn or the ICT Cluster on Facebook.

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.

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