

MiX Telematics wins Green Technology Award at West Midlands ICT Excellence Awards 2010

Birmingham Business Park-based MiX Telematics UK Limited has been announced as the winner of the *Green Technology Award* at the West Midlands Information and Communication Technologies (ICT) Excellence Awards 2010. As such, MiX Telematics becomes the first ever winner of this award, which has been introduced to reflect the important role technology plays today in helping develop environmental solutions.

The award was presented to MiX Telematics' Commercial Manager Alan Johnson by sponsor Birmingham Science Park Aston at a prestigious evening awards ceremony following the annual ICT conference on 25 November at the National Motorcycle Museum in Bickenhill, Solihull.

MiX Telematics' winning entry was based on 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.

Mike Musson, West Midlands ICT Cluster Manager, comments: "The ICT Excellence Awards are a positive indication of the number of pioneering and entrepreneurial companies in the region. The judging panels were impressed by both the quality of the candidates and volume of entries. The award winners should be in no doubt that their excellence not only does them credit, but is indicative of the technology advances that companies in the West Midlands region have to offer."

For MiX Telematics, Alan Johnson says: "We are delighted to be recognised for our Fleet Manager product and the contribution it makes in minimising the impact of transport operations on the environment. Many truck, bus and coach operators rely upon Fleet Manager today and this award will undoubtedly help spread awareness of the benefits it provides to a far wider audience."

MiX Telematics Fleet Manager

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.

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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