



*Feel Safe*

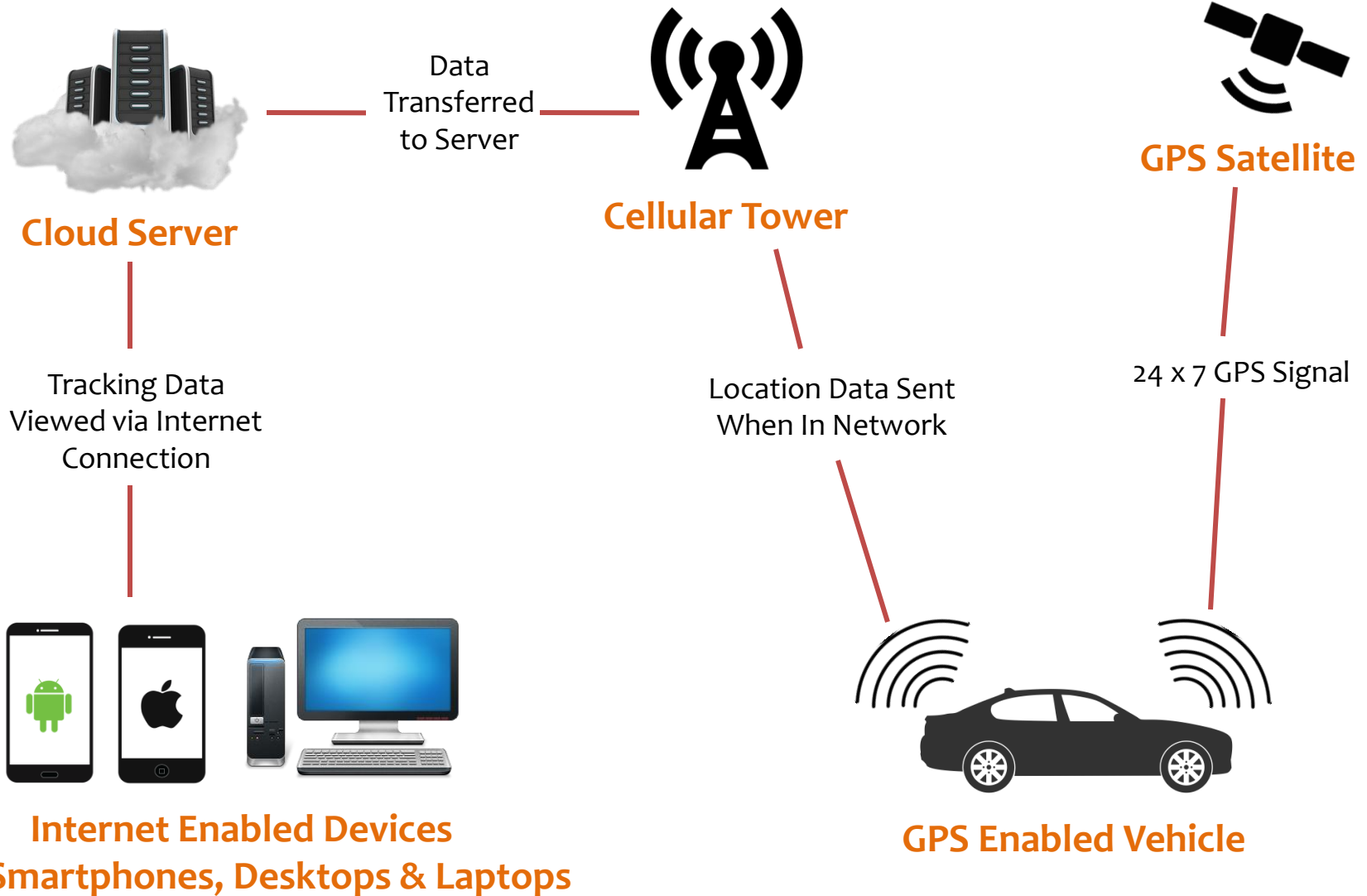


ZICOM CARE

# GPS Tracking from ZICOM Zi Track TRACK THE FUTURE!

**What Lies Ahead !!!**

# How GPS Works!!!





# Difference: GPS Tracking & GPS Navigation

- GPS Navigation allows the vehicle to be located on the map and guide it to reach its destination by knowing the direction to be followed whereas GPS Tracking allows others to track the whereabouts of the vehicle in Live.
- In GPS Navigation, the location of the vehicle at a particular date & time is not stored for further analysis whereas in GPS Tracking, the location data is transferred to server via GSM Network and can be used for further analysis.

# Business Segments for GPS Tracking with ZCC connectivity

- Corporate Clients –Mfgr sites
- Vehicle Manufacturers
- Schools
- Cab Companies
- Public Transport
- Logistics Companies
- Municipal Corporations
- Remote Video Surveillance
- Tour & Travel Operators
- Smart City Projects
- Cash Vans
- Police Vehicles
- Fire Brigades
- Ambulances
- Private Vehicles
- Infrastructure Companies

# Future of Tracking System

- As per the proposed Central Motor Vehicles Act 2016, it would be mandatory for transport vehicles to be equipped with GPS, Surveillance & one or more Emergency buttons
- Public Transport is still an untapped market
- As of today, Tracking Systems in India used
  - Less than 8% of Public Transport, Logistics, Construction & Infrastructure
  - Less than 1% of Private Vehicles
  - Close to 30% of School Buses
  - 50% of Cab Companies

# Modes of Tracking System

- Simple GPS Tracking
- GPS Tracking with RFID
- OBD Trackers (Launching Soon)
- GPS Tracking plus Live Video Feed (Under Development)

# Why Our System is Intelligent

- Over speeding Alerts
- Geo fence/ Geo place Alerts
- AC Idle Alert for Cabs
- Customized Alert Configuration
- Vehicle Status on the go: Running/Idle/Cutoff
- Vehicle Immobilization
- Turn On or Off AC via SMS
- SMS, Email & Android Notifications for Alerts
- Emergency/Panic Button Alert



# eTech School Bus Solution

Child Safety during School Bus is of utmost important for parents & school authorities. Key Reasons for Parent's Anxiety are Rash Driving of School Bus in addition to recent events with regards to child safety.

- eTechSchoolBus - A Complete School Bus Security Solution that provides necessary alerts in terms of Bus Speed, Child Boarding & Aligning the Bus, Bus Leaving for Pick Up or Drop Trips, etc.
- There are two variants:
  - Basic GPS Tracking
  - GPS plus RFID Tracking

# Basic GPS Tracking Solution

- School Bus fitted with GPS Device
- Android/iOS Notifications to Parents
  - School Bus Starts Pick Up
  - School Bus Ends Pick Up
  - School Bus Starts Drop
- Email/SMS/Notification Alerts to Transport Manager
  - School Bus exceeds Speed Limit
  - School Bus GPS Device Power/GPS Cutoff
  - Geofencing

# GPS plus RFID Solution

School Bus fitted with GPS device and RFID Reader near Bus Door

- **Each Student is provided a unique RFID Card and flashes the RFID Card**
  - Entering the Bus (PickUp)
  - Leaving the Bus after reaching School
  - Entering the Bus after School (Drop)
  - Leaving the Bus at Drop Point
- **Android/ iOS Notifications to Parents**
  - School Bus Starts Pick Up
  - Child Enters the Bus (PickUp)
  - Child Gets Down at School (PickUp End)
  - School Bus Ends Pick Up
  - Child Enters the Bus (Drop)
  - School Bus Starts Drop
  - Child Get Down at Drop Point (Drop End)
- **Email/SMS/Notification Alerts to Transport Manager**
  - School Bus exceeds Speed Limit
  - School Bus GPS Device Power/GPS Cut off
  - Geo-fencing

# Benefits

- Parents can know the whereabouts of School Bus
- Parents are informed real time school bus location along with pickup & drop updates of their child via Android/iOS Notifications
- Integration of Android App with Google Navigation allows ETA with traffic conditions
- Timely Updates via SMS/Email Alerts on the location, School Bus Speed with information of students travelling in School Bus
- Panic Button allows school authorities to be informed in case of an emergency
- Track Multiple School Buses in Real Time Any Time Any Where
- Review Periodic Vehicle Performance

# What Can Go Wrong !!!

- No Network Coverage
- Vehicle Battery Drained Out
- GPS Device Internal Drained Out
- GPS Device Power Cable Deliberately/ Accidentally Removed
- GPS Device Tampered
- SIM Card Deactivated Accidentally/ Malfunctioned
- Vehicle Parked under Concrete Structure

# What Zicom can achieve!!!

- Participate in Government Smart City Projects
- Provide School Bus Tracking to other prestigious schools
- Approach Vehicle Manufacturers
- Track Various Types of Infrastructure Companies Vehicles
- Provide customised tracking solutions for private vehicles
- Work with Municipal Corporations in implementing Tracking Systems

# Why Zicom can Achieve!!!

- PAN India Presence
- Channel Partners across length & breadth of India
- Overseas Presence especially in the Middle East
- Excellent Business Development Team
- Being a Listed Company, Zicom have an advantage in terms of creating trust
- Working on Security as A Service Model for many years
- Experience in executing large scale projects
- One of most trusted brands in Security Domain
- No Listed Company in Tracking System Domain
- No clear Market Leader in Tracking System