

# STAYING CONNECTED TO YOUR BOTTOM LINE



## Maximize Return on Your Telematics Investment

*Delivering the Right Information to the Right People at the Right Time with the Machine2Business™ Strategy*

**mastertrak**®  
ADVANCED TELEMATICS SOLUTIONS

# Make Better Business Decisions

With the right information, delivered to the right person, at the right time, your business can finally unlock the full potential of telematics.

## How We Do It

The Machine2Business™ (M2B®) approach is what sets MasterTrak® apart from a typical telematics system supplier. MasterTrak specializes in capturing data from engine-driven equipment and turning that data into useful information to reduce costs and increase revenue. We have an unparalleled team of Solutions Management Specialists who successfully deliver what you need to accomplish your goals. We have the people, hardware, software, and processes to take your telematics program to the next level. The M2B approach enables real-time, adaptive change in your business processes to improve ROI and bottom line business results.

*MasterTrak is an experienced solutions provider that both listens and delivers.  
Only MasterTrak was willing to support our unique requirements.* - Major OEM

## Services with Purpose

Our services deliver the equipment information that matters to you and our integration capabilities are well-proven. These services give you equipment information that can change how you do business.



### Health

- Visual Health Status
- Fault Notification & Alert
- Equipment Diagnostics
- Additional Discrete I/O Monitoring



### Integration

- SmartEquip
- Rentalman
- Web Services
- Custom ERP Integration
- AEMP Standard



### Location

- GPS Mapping
- GPS Landmarking
- Driving Directions
- GeoZone® Reporting



### Utilization

- Run-Hour Based Maintenance Schedule
- Sensor Monitoring
- Usage Triggered Notifications
- Daily Usage
- Site Comparisons



### Security

- Theft Notification
- Unauthorized Use Notification
- Remote Contract Management
- GeoZone Triggers



### Reporting

- Custom Reporting
- Data Exporting
- Smart Phone Apps
- iGoogle™ Gadgets

## The Advantages of i2™



The MasterTrak solution is built on an Integrated Intelligence (i2) platform, developed by our technology partner ZTR Control Systems, that enables integration and data transfer with your existing application. We can work with you to customize the data collection to fit your needs by using sensors and protocols that tap into J1939. The robust i2 infrastructure offers data security and an on-line Web Center for your tools and automated services.

# Relevant Information Delivered Your Way

It's our job to ensure your telematics system collects relevant data and delivers it to you in your office, at the job site... or on the way to the job site.

## Near Me™ Locate, Select, View

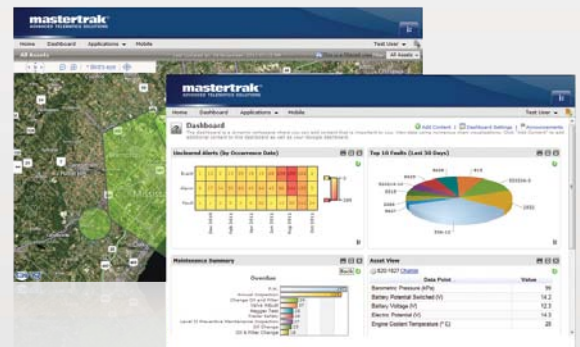
The Near Me™ Smartphone app gives up-to-date asset information while you're on the move.

- Find equipment in proximity to your location
- Search for specific assets, get current status and navigation
- Available on iPhone®, Android™ and Blackberry™



## On-line Applications

MasterTrak's feature rich, on-line Web Center application gives you the power to make smart decisions from real-time equipment information. Whether it's a regional or fleet view of alerts or drilling down to the details on one machine, the Web Center applications are designed for ease-of-use.

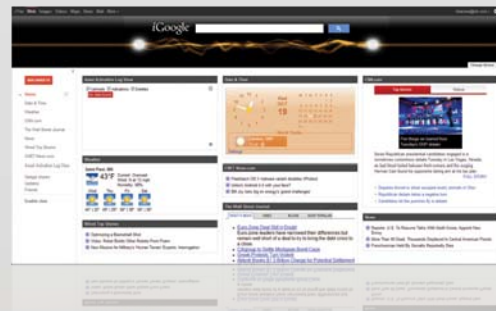


## Personalized Reporting

MasterTrak® offers a flexible reporting engine. Your reports are tailored to display only the information you need, the way you want to see it. Want to see information in your own business system software? MasterTrak can transfer the data and deliver the right information to the right person at the right time.

## Gadgets

Gadgets allow you to have up-to-the-minute asset information right in your browser and are available for iGoogle or Web Center.



# Solutions to Fit Your Needs

MasterTrak® has the ability to provide a broad range of hardware enabled solutions to meet your needs. Our solutions team will find the right product to meet your monitoring application requirements.

## Some of Our Capabilities and Solutions Include:

### Communication

- Cellular Wireless:    Satellite Wireless:    Wired:
- GPRS, Edge
  - CDMA
  - 3G-HSPA
  - Inmarsat™
  - Iridium®
  - Short Range Wireless (Wifi, Zigbee, other..)

### Flexibility and Configurability

MasterTrak can fully provide a custom solution with products allowing for high flexibility.  
Remote updating and configuration.

### Inputs/Outputs/Analog

Various I/O options to meet your application requirements:

- From basics run hours, status inputs and alarms, to extended wireless I/O.
- Output control
- Analog inputs with threshold alarming

MasterTrak can also provide help with sensors, and interfacing equipment.

### GPS Position

Supersensitive GPS options.

### Interconnectivity

Serial and Ethernet Connectivity:

- Protocols
- CanBus – J1939 (PGNs, DM1 Faults)
- Modbus
- Custom OEM and more..

### Packaging and Environmental

MasterTrak can provide various packaging options to meet your application requirements:

- Weather proof enclosures (IP 67)
- Extended temperature range -40 to +80 Deg C.
- SAE J1455 environmental specifications for off highway markets
- Custom panel options
- Solar powered/ self powered solutions

## 24/7/365 Support

The MasterTrak Operations Center is a Class “A”/Tier 3 Data Center staffed 24/7/365 with coordinators that understand equipment applications, giving you the peace of mind that we’ll be there when you need us.

*We can do it for you, with you, or you can do it yourself - it's your choice.*

Contact us today for more information:

1-630-350-9400

[info@mastertrak.com](mailto:info@mastertrak.com)

