



POINTER



Cellocator Division
Pointer Telocation Ltd.

ABOUT CELLOCATOR

Cellocator™, Pointer Telocation's technology Division (Nasdaq Capital Market: PNTR), is a leading AVL (Automatic Vehicle Location) solutions provider for fleet management, car and driver safety, public safety and Vehicle security.

Cellocator is a B2B division that supplies and integrates our technology with solutions for our partners and customers in various business sectors:

- Fleet management operators and service providers
- Security service providers
- Leading providers of complementary software
- Integrators and turn-key solutions providers

Our feature-rich and highly customizable products are designed to meet the unique business and operational requirements of each client and OEM partner. With Cellocator's solutions, our partners and customers offer their clients the following competitive advantages:

- **Improved customer service**
- **Optimized resources usage (money, manpower, time)**
- **Increased profitability**
- **Improved cargo and vehicle security**
- **Decreased outlay communications, fuel, labor, maintenance, insurance**

Cellocator has been at the forefront of wireless communication and location technology since 1997. Our products penetrate new markets effectively due to their outstanding track-record, cutting-edge technology, competitive pricing, and totally dependable customer service and support. Our products and production processes comply with the strictest quality standards. We are ISO 9001-2000 certified and have been awarded the VCA (British Vehicle Certification Authority) E mark.

Currently, over 1M vehicle in over 55 countries are outfitted with Cellocator's products around the world. Catering to its wide base of customers, Cellocator employs experienced multi-lingual sales and tech support teams, and operates regional offices in the US and in India.



PRODUCT LINES

Cellocator™ has developed a variety of device product lines for in-vehicle integration. These devices can be used by service providers and integrators to provide sophisticated, cost-effective and reliable solutions for fleet management, vehicle security, driver behavior, fuel saving, asset & cargo tracking, transport & logistics, construction, lease & rental Cars, public security, and more. Our experts specialize in developing and manufacturing the hardware and software for on-line wireless vehicle security, communication and control systems, as well as Machine to Machine (M2M) wireless data communications systems. All product lines and production processes adhere to the strictest quality standards. Product lines include the following:

CR200 - ENTRY LEVEL DEVICE FOR FLEET MANAGEMENT APPLICATIONS

CR200 is a compact size device, specifically suitable for large fleets, insurance and leasing companies. The device is characterized by Cellocator's high level of quality and is offered at a competitive price for large-scale deployments.

CR200 is fully certified for automotive standards in accordance with EU and US directives.

CELLOFAMILY – FLEET, DRIVER BEHAVIOR & SECURITY SOLUTIONS

Cellocator CelloFamily is a family of products offering enhanced fleet management, vehicle security and safety capabilities, as well as advanced Telematics applications and functionality. Current product family members include:

- Cello-IQ – High-end Driver / Fleet Safety and Eco-driving
- Cellocator Cello- F for Fleet Management Services
- Cellocator Cello-R for Vehicle Security and Stolen Vehicle Recovery Services



Cello-IQ is a high-end driver/fleet safety and eco-driving system, targeting vehicle Insurers, fleet operators, public transportation and lease/rental car operators. Cello IQ detects and sends reports on vehicle state (engine status, Idling / Movement), driver behavior, in the form of predefined set of events and raw data of hazardous driving (“safety” features), accident events and accident raw data (“EDR” features) for later reconstruction, wasteful driving in terms of fuel consumption and accelerated damage to vehicle’s subsystems (eco driving), and more.

Cello-IQ is available in two flavors, Cello-IQ 50, the full high end unit, and Cello-IQ 40. The main difference is that Series 40 does not include “EDR” functionality. The system is installed inside the vehicle and can send not only OTA events and raw data of the event to the server side but also online feedback to the driver through audible and visible indications. Such feedback triggers the driver to improve his driving behavior immediately and his driving skills over time.

Cellocator Cello-F offers enhanced functionality and performance for fleet management and AVL services, as well as other advanced Telematics applications in the areas of journey and driver management, location and communication management for fleet owners and managers, service companies, insurance companies, car manufacturers and more.

Some of these applications include route planning, vehicle access control, and event prioritization for distress situations. In addition, Cello-F is integrated with variety of 3rd party accessories such as Garmin™ terminals, handsfree voice kit, fuel sensor, car alarm system, driver identification devices and many more.

Cello-F is an innovative all-in-one GPS-GPRS device, equipped by built in quad band GSM/GPRS modem, SiRF III GPS engine, powerful ARM7 based CPU and 3D accelerometer. It is compatible with any road vehicle type and fully certified to meet automotive, radio and safety standards in Europe and North America.

Cellocator Cello-R incorporates all of the Cellocator Cello-F features, as well as additional features, for offering an enhanced Vehicle Security and Stolen Vehicle Recovery Services. Both Cellocator Cello-F and Cellocator Cello-R provide state of the art event-based logic, configurable and flexible I/O settings for any type of common signal interfaces and advanced, cost effective and reliable OTA communication capabilities.

CELLOCATOR CELLOTRACK FAMILY – ASSET TRACKING SOLUTIONS

CelloTrack™ product line, designed for advanced tracking and location based applications, provides enhanced functionality via the products long life power, very easy installation and wide range of applications catered.

The capabilities provided by the CelloTrack family can greatly reduce an enterprise's financial losses incurred as a result of the often difficult task of successfully tracking equipment such as trailers, containers and trains. CelloTrack supports tracking, communication, GPS location based features and maintenance capabilities



Designed for outdoor use, service providers can track trailers, containers and any heavy equipment without constant power source. CelloTrack's internal battery and advanced current consumption policies enables the CelloTrack with nearly 3 years of operational lifetime before it needs to be recharged.

An entry level product line of the CelloTrack Family is the CelloTrack 6M Family. The CelloTrack 6M family offers cost effective solutions that support up to six months of single GPS reading and GPRS transmission per day, or two months of four readings and transmissions per day, utilizing 2AH rechargeable battery. CelloTrack 6M family supports tracking, communication, GPS location-based features and maintenance capabilities similar to that of the regular CelloTrack.

The Cellocator™ Cellotrack's family tailored solutions allow any asset tracking coverage scenario, which leads to financial gains by its advanced ability to track equipment such as: trailers, containers, train cars and cargo.

COMPACT PRODUCTS – FLEET

COMPACT CAN

Cellocator™ offers sophisticated, cost-effective and reliable full coverage OEM solutions for the fleet management service industry. Our feature-rich and highly customizable products are designed to meet the unique business and operational requirements of each of our customers.

The Cellocator Compact CAN is an innovative integrated fleet management unit with superior location, tracking, event driven reporting, logging, and security capabilities. Its uniquely compact size makes it ideal for covert installation to avoid detection and tampering. Utilizing GSM/GPRS and IP communications together with GPS technology ensures inexpensive, yet reliable and fluent communications as well as efficient remote vehicle tracking. The built-in CAN bus interface provides a remote access to the CAN data of the vehicle.

ACCESSORIES

A wide variety of product accessories offer an end-to-end implementation of Cellocator products that best meet the dynamic needs of your customers. For fuel saving applications, contacting dispatch center, making sure trailers are easily located and more, Cellocator product accessories are available to assist you with these tasks.



Accessories include:

- Application enablers, such as Garmin™ integration, handsfree unit, and mobile data terminals.
- Driver ID accessories such as Dallas Keys and Dallas Reader, trailer ID and Immobilizer Relay.
- A variety of sensors; fuel sensors, temperature and container door sensor and more.

- Product enclosures that offer an increased protection and operability of units, and more.

This wide range of accessories provides you with flexibility and ease of installation for fast service and solution deployment.

CELLOCATOR+ MAINTENANCE TOOL

Cellocator+ is a unique and powerful software tool allowing our customers to easily maintain and control all of their Cellocator units at any location, throughout the unit's lifecycle. Cellocator+ offers the following benefits:

- Saves time and effort in maintaining, upgrading and programming Cellocator units.
- Allows full control on unit configurations anytime and anywhere.
- Integrated with production line and supervises units through the entire life cycle (manufacturing, provisioning, installation, changes and upgrades).
- Offers a variety of unique and sophisticated management, supervision and maintenance tools.

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