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BY MAREK KRASUSKI

Through unyielding efforts to excel in reporting and security systems, Celluttrak has distinguished itself as a proven leader in tracking recovery, vehicle security and personal service. The company is unique in North America, renowned for its ability to specialize in two distinct fields – telematics and theft prevention.

Both telematics and theft prevention are supported by Ituran, a stable proprietary technology originally designed for military use in rescue missions and later adapted for civilian use. Because Celluttrak sets its own standards of excellence, its telematics recording functions locate vehicles with pinpoint accuracy and provide extensive monitoring information to assist fleets and other users in maximizing efficiencies. Celluttrak's basic telematics model communicates information

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Progressive Measures Mark Cellutrak as Leading Provider in GPS Tracking & Theft Prevention

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about vehicle location and movement through GPS and GSM networks attached to the Cellutrak system. The data is then converted into useful information for fleet managers or other users with an interest in tracking vehicles. The advanced package displays information in the form of a fleet management model which details crucial information such as idle percentage reports that gauge total idle time, fuel reports that measure mileage by province or state, and maintenance management reports. A significant attribute of the advanced telematics package is a function which records total engine hours.

Standing alongside telematics packages are additional products and services that have earmarked Cellutrak as a premier provider of tracking and security systems. Theft prevention software, aptly named Control, provides real time tracking and theft prevention. Available in Control Basic and Control Advanced, both iterations monitor fleet activity, and verify that drivers arrive at their destination points in a timely manner.

Company spokesperson,

Corinne Fetter, explained the benefits of each: "We refer to this as the theft prevention package because we emphasize 6 layers of theft prevention. Cellutrak's unique feature for theft prevention is the kill-engine function. This allows managers to enable or disable the vehicle. Enabling the vehicle will permit the vehicle to start. Disabling the vehicle will kill the engine and prevent it from starting. If a vehicle is stolen our system allows the customer to track the vehicle in real time as well as use the kill-engine command once it comes to a stop. In addition, the Control Advanced package offers all the same great features as the Control Basic utilizing real time tracking and theft prevention, and providing a superior level of telematics reporting," she said. The Control Basic package can be upgraded to the more advanced model when conditions

warrant. Cellutrak's success in the provision of versatile and intelligent product offerings for trucks, heavy equipment and recreational vehicles has also led to new relationships with world class companies such as

Kubota Canada and to further expansion leading to a revised logo, website and enhanced corporate image to meet all market needs. The reformatted

website helps users to locate the best solution for their needs. Each theft prevention and telematics solution is accompanied by four defining features as well as additional characteristics.

Cellutrak's reputation as a stellar service

installation and training cycles. Indeed, the initial sale marks only the beginning of a continuing relationship. Corinne Fetter describes how ongoing customer service support empowers customers. "Cellutrak sales representatives care about their customers. Once the sale is complete, the job is not over. This is followed by an installation team that is flexible enough to accommodate hectic business schedules. Once installed, we provide free software training. This is an education process which enables our customers to fully utilize the system by extracting all necessary and useful information. It is empowering to be able to control this information, to use it to improve and save money in different areas throughout fleet management operations," she said. Installations take place at the customer's preferred location and

preferred time, even after business hours.

The series of progressive measures Cellutrak has undertaken also include an added feature to the theft prevention system. To reinforce security, a towing alert notifies owners if their vehicle is moving but has not been turned on. The telematics package has an updated driver behaviour module which monitors driver behaviour. The new technology has been installed in some municipalities, accruing thousands of dollars in savings by prompting county employees to modify their driving habits on the job. And because Cellutrak owns its own hardware and software, modifications can be performed internally and promptly.

The full measure of Cellutrak's success is evidenced by corporate profits listed on the NASDAQ under the symbol "ITRN." Financial well being, therefore, allows the company to reinvest in the development of new products and features, thereby solidifying Cellutrak's reputation as a trailblazer in the provision of a full line of monitoring tools and safety devices.

For more information visit www.cellutrak.ca or call toll-free 888.901.8725. ■

