

# ZONE BROADCAST

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## PathFinder Enters New Zealand Taxi Market

*KoruCABS will soon be the first taxi company in Auckland, New Zealand, with color maps in iPilot 8000 mobile computers, and will also offer an automated self-serve taxi reservation system for their account customers.*



*KoruCABS welcoming customer at the airport*

KoruCABS Franchising Limited recently decided to purchase PathFinder dispatch application, iPilot 8000 mobile computers with integrated GPS receivers and magnetic card readers, SmartPrint mobile printers, and the complete communications infrastructure for its fleet of about 150 vehicles.

"This system is very powerful and flexible, and can grow with our business, which is essential to our aspirations to enter other key markets throughout New Zealand in a cost effective manner. This will also make us the first taxi

*- continued on page 5*

## Vector 530 Goes to Hawaii

If you happen to get into a cab in Honolulu, Hawaii, in the summer of 2005, you may notice the Vector 530 mobile data terminal on the car dashboard.

largest fleet of taxis providing uninterrupted, island-wide service 24/7, with its fleet of over 500 vehicles. It has always been diligent about capturing and maintaining market share and profitability. As part of this continuous effort,

TheCab, a division of Signature Cab Holdings, Inc. of Honolulu, Hawaii, is positioned as Hawaii's

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## Vancouver Taxi Company to Set Competition into High Gear with PathFinder

*When Bonny's Taxi decided to move to its second generation dispatch system, it chose PathFinder because it offers taxi companies the ability to differentiate themselves from competition.*



*One of Bonny's vehicles*

Bonny's Taxi based in Burnaby, a suburb of Vancouver, British Columbia, is the largest taxi company in Burnaby. Bonny's and its three affiliated taxi companies, provide taxi and delivery services, roadside assistance, and tourist sight seeing services in Burnaby and New Westminister areas of Greater Vancouver. The cab company has been at its current location since 1967.

When Bonny's decided to move to its second generation dispatch system, it chose the advanced PathFinder dispatch application and MC 1790 mobile computers with full GPS and onboard mapping capabilities for its 114 vehicles.

"We chose Digital Dispatch for its leading-edge dispatch technology and established reputation in the market place," said Sohan Deo, President of Bonny's Taxi. "This will make us the first taxi company in the Vancouver area to have color terminals in our vehicles and the second Vancouver company to use the advanced features of the

PathFinder dispatch system," Mr. Deo mentioned.

PathFinder is designed to use the efficiencies of a taxi business to improve the profits for drivers and dispatch

***"We chose Digital Dispatch for its leading-edge dispatch technology and established reputation in the market place," said Sohan Deo, President of Bonny's Taxi.***

operators. Using the recently added GPS-based Group Dispatch capability in PathFinder, Bonny's will be able to minimize fleet idle miles and improve response time to customers.

Group Dispatch is a modification to our patented Closest Cab Dispatch algorithm. Group Dispatch puts a batch of jobs together and dispatches them to a group of closest cabs. Based on pre-set parameters and a complex algorithm, a group of cabs will be matched to the jobs in such a way so as to minimize the distance traveled by

each cab. This keeps unpaid or idle miles for the fleet to a minimum while still improving service time.

Current dispatch software systems available in the marketplace force taxi companies to choose the same dispatch method for their entire fleet for all the regions they service, which eliminates the ability for any one taxi company to be unique from its competitors. In a large metropolitan area, providing a unique service to each region allows each taxi company to differentiate its business from its competitors.

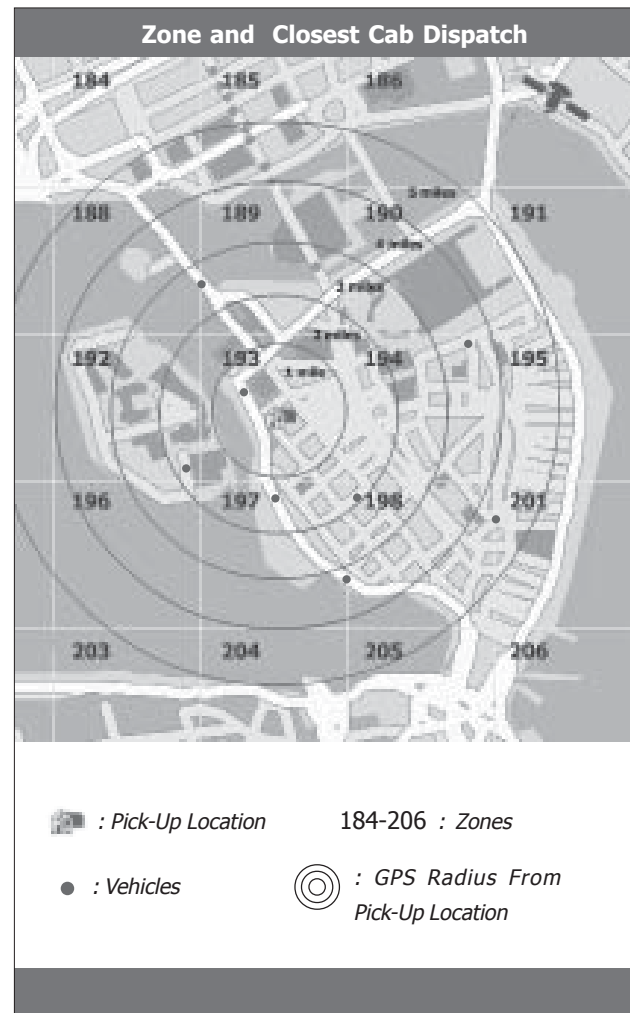
PathFinder's "Zonal Parameterization" and "Time of Day Parameterization" concepts allow taxi companies the flexibility to offer a unique service to each region depending on their needs. Zonal Parameterization allows taxi companies to set up different dispatch methods for each region or zone instead of being locked into a single dispatch method for all their service zones. For example, for a congested downtown zone, using the GPS Closest Cab Dispatch is the most efficient where the cab closest to the job is dispatched.

However, a nearby suburban zone may be better serviced with a Zone Dispatch method, where the cabs are dispatched to jobs based on a queue position in their respective zones. This method also allows setting up of back-up zones for each primary zone so that cabs from back-up zones can be dispatched to a job if no cab is available in the primary zone.

Time of Day Parameterization can be used to make dispatching efficient based on specific needs at different times of the day during the week. For example, an industrial area may have peak demand time at around 6:30am and 3:30pm, while the downtown core may have an 8:30am and a 5:30pm rush hour. During these rush hours, a cab company can use a GPS-based Group Dispatch model to optimize its operation but can switch to a different dispatch model outside the rush hours.

Such flexibility in the dispatch application ensures the ability of a taxi company to offer the right service at the right time, which is the key to operating any successful business.

"We intend to utilize these advanced capabilities of PathFinder. The flexibility of setting this system up to meet our unique needs in different service zones and at different times of the day, is really what will give us a



competitive edge in the market. The MC 1790 mobile computers is the perfect complement to PathFinder and will help us optimize this system," Mr. Deo stated.

## customer service

### New FAQ Web Pages

We have added a section of Frequently Asked Questions (FAQ) to the Customer Service part of our corporate website. You will need a UserID and password to access this section. You can fill out the access request form on our website to get these or email to Norm Eisner at [norm.eisner@digital-dispatch.com](mailto:norm.eisner@digital-dispatch.com).

## Taxi Stockholm Turns to SmartCam for Driver Safety

It is a known fact that taxi drivers are often exposed to situations involving outrage and violence. Results of an investigation in Sweden in 2001, indicated that 40 percent of Swedish taxi drivers have been threatened at some point or the other while on the job. Although serious crimes against taxi drivers are rare in Scandinavia, situations in a cab can often become very threatening or intimidating for the taxi driver. This is a very unfortunate development. Having a safe working environment ought to also apply to people driving taxis.

Since the mid 1990s, the Swedish Taxi Association has been lobbying for the right to install safety cameras in

many months. At the end, Taxi Stockholm chose the SmartCam.

Integrated with the vehicle dispatch terminal, the SmartCam captures high quality, high-resolution images day and night utilizing four built-in high power infrared LED's for night time illumination. Highly flexible and user configurable triggering and timing settings ensure that the SmartCam can be configured to meet the most stringent operational and regulatory requirements.



*Taxi Stockholm promoting SmartCam to drivers*

taxis. It has been a difficult case to argue, since there are also many voices arguing in favor of protecting people's privacy while in a taxi. It was not until 2002 that Swedish regulations were changed to allow safety cameras to be installed in taxis. Since then, the use of cameras in taxis has been becoming more and more common.

With a fleet of 1500 vehicles, Taxi Stockholm had been lobbying for and welcomed the new regulations introduced in 2002. Already an existing customer of Digital Dispatch, Taxi Stockholm started to evaluate the Company's SmartCam in-vehicle surveillance system for use in its vehicles. Safety cameras from other manufacturers were also investigated and in-vehicle tests were performed over

owners has been extensive. Taxi Stockholm will initially install 500 SmartCams in the first quarter of 2005. As a bonus for car-owners ordering the safety camera, Taxi Stockholm will upgrade their in-vehicle dispatch terminals to a newer and brighter model.



## Benefits of TaxiTrack v5.10

TaxiTrack v5.10 is now available to all our customers with warranty and maintenance agreements and includes a number of new features that will benefit your dispatch operation:

- With the help of the new pick-up distance feature in TaxiTrack that shows how far away a dispatched cab is from the pick-up destination, call takers can now provide customers immediate feedback on how long it will take for their cab to arrive.
- GUI call takers now have shortcut keys to allow them to jump between commonly used fields instead of several keystrokes, thus, speeding up the process of dispatching trips.
- Supervisors can now know the status of all their vehicles thanks to an enhanced Fleet Summary screen that shows the total number of cars categorized by their status, i.e. "Booked In", "In Service", etc.
- A time-based penalty can now be applied for drivers performing a rapid meter on/off on dispatched trips. Rapid meters can now be recorded as part of the trip and a fleet manager report has been added to display all trips that had been rapid metered.
- Finally, your WebBooker clients will benefit by being able to enter account authorization information when they order taxis, and also be able to order a second cab even if one is already ordered.

Please check out the release notes for this upgrade on the Customer Service section of our website. Access to this part of the website is available to all our customers with maintenance agreements.

## Enters New Zealand Taxi Market

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company in New Zealand and Australia to have full color, Windows CE-based mobile computers in our vehicles," said Clinton Murphy, CEO and co-founder of KoruCABS.

The mapping feature in the iPilot 8000 will automatically provide real time position of a taxi on the map along with the pick-up and the destination positions of the dispatched job. This will also help drivers find the fastest routes to customer locations.

The WebBooker and the Automated CallTaker modules of PathFinder will allow KoruCABS' account customers to use a self-service booking system at their own convenience. This is likely to increase efficiency.

Accepting credit card payment in the vehicles will also enhance the company's customer service. In



*Part of KoruCABS' fleet*

addition, being able to print payment receipts onsite will allow this taxi company to offer a complete in-vehicle payment solution for their customers.

"We looked extensively at how to leverage technology to give us an edge in the highly competitive New Zealand taxi market. Digital Dispatch's PathFinder solution with iPilot 8000 proved far superior a solution and the most capable of meeting our needs," Mr. Murphy added.

## Upgrading Copenhagen TAXA 4x35

Sammenslutningen Københavns Taxa (TAXA 4x35) of Copenhagen, Denmark, was founded in 1909 and is Copenhagen's oldest and largest taxi company. The company runs a fleet with over 700 cabs, most of which are Mercedes Benz. Over the years, TAXA 4x35 has invested in new technology to be able to run their operations in an efficient and economical manner, and provide excellent service to their customers.

An integral component in their business is the dispatch centre. Digital Dispatch has, since many years, been providing the technology for the dispatch system operated by TAXA 4x35. In recent years, the mobile data terminals installed in the vehicles have been replaced with more advanced MC 1700 graphical terminals, including current software development.



It is now turn for the central dispatch system to be upgraded. The existing central dispatch system comprises of a Unix-based platform, running an older version of PathFinder application. As a first step, Digital Dispatch will upgrade the central system's dispatch hardware, moving from the Unix to a Windows-based platform. The equipment involved in this upgrade include central servers, which will accommodate the Oracle database, and daemon machines taking care of various dispatch applications.



The equipment will also have to interface with many external applications operated by TAXA 4x35. The project includes installing and making operational the existing PathFinder software on the new Windows-based platform.

The work of upgrading the central hardware will be phased with TAXA 4x35's move to its new office facilities in the Copenhagen area, which is planned for March of 2005. Setting up the new hardware in the new office facility will allow TAXA 4x35 to make a seamless transition from the old to the new platform, thus avoiding any interruptions in their business.

The new hardware platform will also serve as an excellent platform for future upgrades of the central dispatch software to PathFinder v3.0.



*One of Associated Cab's Vehicles*

## Associated First in Alberta with Debit Payment in Taxis

Associated Cabs of Calgary, Alberta, has been using TaxiTrack application since 1994, but has continued to adopt new technologies and upgrade their system to optimize its dispatch operation over the years.

On October 1, 2004, Associated switched to an upgraded communication infrastructure and became the first taxi company in Alberta to have online wireless direct debit payment system in taxis.

The cab company has already expanded the features of the TaxiTrack system by adding credit card readers and GPS. It also replaced its older version of mobile data terminals in its fleet of 400 cars with the MC 1790 mobile computers. In addition, it chose to install the SmartPrint mobile printer and SmartPay in-vehicle debit payment system, and replace its existing cameras with SmartCam.

Associated has custom software in its MC 1790 mobile computers that lock out the keyboard while the vehicle is moving, and the only action the driver can perform while the vehicle is moving is to "Accept" or "Reject" a trip and perform an "Emergency". This safety feature has helped the taxi company maintain a low accident rate, resulting in lower vehicle insurance rates.

## Notes from Orlando: 2004 Annual User Conference

We hosted our 2004 Annual User Conference for North America on November 2, 2004, at the Caribe Royale Conference Center in Orlando, Florida. One of the highlights of the conference was the interest in PathFinder application.

The attendees were pleased that the emphasis was on an orderly transition into this new application. The transition will include free migration into PathFinder software for the customers with existing and valid maintenance agreements with Digital Dispatch, provided they are able to upgrade their mobile data terminals over a period of time to make them compatible

with PathFinder. This ensures that our existing customers do not have to undertake any immediate mobile data terminal upgrades.



*Attendees at the 2004 User Conference*

This conference, as always, also provided attendees to informally discuss product-related issues directly with our product managers and management team. We are exploring the suggestion from a number of participants to have one smaller user conference each on the East and the West Coast starting in 2005.

We also received many great suggestions and feedbacks from the attendees on our products and services. Our special thanks to you all for attending and letting us know your needs!

## cover story

### Vector 530 Goes to Hawaii



*- continued from cover*

this taxi company recently decided to turn to Vector 530 mobile data terminal along with dispatch application to optimize its operational efficiency.

Once this new solution is deployed over the next few months, TheCab will become the first taxi company in Hawaii to enjoy the benefits of a computerized dispatch system. The Automated Call Taker and CallerID functionalities to be adopted by TheCab will help it automate call taking from account customers without any need for human intervention. Considering the fact that this cab company receives over 45,000 calls a month, these functionalities will really help it efficiently manage calls at peak times when account customers can use this self-serve reservation system. Thus, the company will be able to manage a higher call volume with the same level of resources.

"We look forward to increasing our operational efficiency with Digital Dispatch's solution, which will help us provide even better service to our customers," said



*TheCAB's stand at the Honolulu airport*

Wayne Greenleaf, Operations Manager of TheCAB. For the convenience of the customers, the cab company will also use the Credit Card Verification functionality of the dispatch application, which will help it process in-vehicle credit card payments. The Vector 530 already comes with a magnetic card swipe to support this mode of payment.

"We wanted this solution because of its capability and flexibility," Mr.Greenleaf mentioned. This solution is scalable and will be able to grow with the company.

## New Faces

**Bill McGraw** joined us as the Vice President, eFleet Business Unit, in October 2004. He is responsible for the strategic direction and market expansion of eFleet, our hosted dispatch solution. Bill brings over 15 years of business management experience in the technology industry. For the past five years he held the position of CEO and President for California-based Plan b Solutions, Inc., a provider of Workforce Management Solutions and Wireless Applications for the maintenance, repair, and utilities markets.



*Bill McGraw*

**Per-Olof Fahlander** came on board in August 2004, as the Vice President of Europe. He is in charge of the rapidly expanding European business in both current and new vertical markets. Per-Olof brings many years of experience in fleet management and Information Technology industries. Prior to joining Digital Dispatch, he was a senior management consultant with WM-data AB, and led the multi-million dollar dispatch system installation project at Taxi Stockholm AB, the largest taxi company in Sweden.



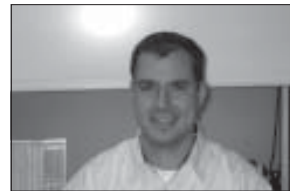
*Per-Olof Fahlander*

**John Denenfeld** has joined Digital Dispatch as the Sales Director for Central North America. John will be responsible for our sales and business development activities in this region. John brings over 20 years of business development and sales experience with organizations such as Intergraph, Xerox and CAE Northwest.



*John Denenfeld*

**Troy Oppen** joined Digital Dispatch's OEM Division in July 2004, as the National Account Manager for the American Automobile Association (AAA). Troy is responsible for expanding our AAA market share in North America. He brings over five years of business development experience in both government and private sectors.



*Troy Oppen*

Also in July, **Antonio Saavedra** came on board as the Director of Sales for Latin America. He brings 16 years experience in sales, marketing, and international consulting. He is responsible for developing new markets for Digital Dispatch in Latin America.



*Antonio Saavedra*

**Richard Simpson** joined us as the Senior Business Development Manager in November 2004. Richard brings years of expertise in business development, Business-to-Business sales and relationship marketing. His goals are to develop a strong transit market for Digital Dispatch as well as create a profitable relationship with all of our partners. Richard has been working in the transit industry for the past four years.



*Richard Simpson*

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