

BROADCAST



DDS Launches Global Diversification Strategy



Digital Dispatch Systems Inc. is known as a world leader in providing wireless data solutions to the Taxi market. The Company's solutions include a broad spectrum of products including mobile data computers, dispatch applications, communications infrastructure, project management, long-term customer support as well as multimedia mobile commerce systems.

- continued on page 2



Upgrading from KSTs Costs as Low as 36 cents a Day

Upgrading to a more advanced MDT like the Vector 530™ with built-in magnetic card swipe and GPS receiver, or to a top-of-the-line mobile computer like iPilot 8000™ with turn-by-turn navigation and full color mapping, has never been easier. Digital Dispatch now offers several plans with various options to upgrade your KSTs starting as low as 36 cents a day per vehicle.

- continued on page 4

HIGHLIGHTS



Page 3
Taksi Helsinki to Switch to GPRS



Page 5
Regional Technical Conferences in 2008



Page 6
SmartCab™ Provides Business Advantages to NY Taxi Owners

Page 7
TaxiBook Express: 50% Growth in Little Over a Year

- continued from cover page

DDS Launches Global Diversification Strategy

Leveraging its leadership in the global taxi market, Digital Dispatch Systems is launching its strategic diversification plan to propel its products and services into several new markets. Execution of this strategy commenced in late 2007 with the Company's acquisition of Mobisoft and Stratagen. In 2008, the Company will be renamed DDS International Ltd. and will restructure its business to better focus on the specific needs of the markets it will service. The Company will distribute its current operations into four standalone businesses each dedicated to meeting the needs of a specific market segment.

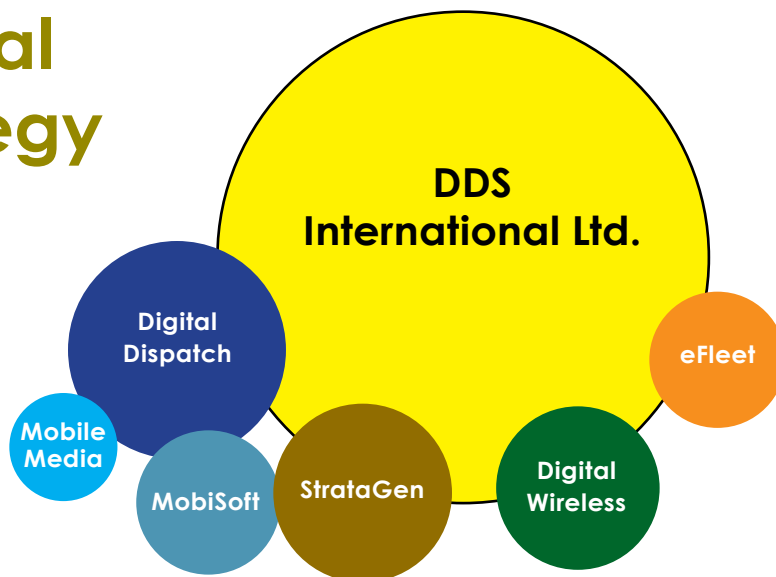
DDS International's most established and largest business will operate under the name of Digital Dispatch and will continue to provide automated dispatch solutions, service and support to the global taxi industry. Digital Dispatch offers a range of turnkey solutions for taxi operations with fleet sizes ranging from hundreds to several thousands. Recently acquired Mobisoft technology which specializes in application service provider (ASP) oriented automated dispatching and wireless communications allows DDS International to address the needs of the small fleet taxi market which is currently under-served. In addition, the Taxi business will house Mobile Media, a division of taxi that provides mobile commerce and internet-type multimedia information and entertainment to the backseat of taxis through a passenger information monitor (PIM). This initiative was launched during 2007 in New York City and has revolutionized the taxi passenger experience. Working with taxi companies and advertising partners, this business is focused on leveraging the Company's strong taxi heritage to provide new revenue streams to the industry.

DDS International's transit business is attributable to the combination of Stratagen, which designs advanced scheduling, dispatching, and client management software for the public transit domain for Paratransit services, the MobiRouter division of Mobisoft and the existing DDS transit activities into a single business providing mobile data solutions for the paratransit and demand-response transport markets. The business will operate under the name Stratagen Systems offering transit agencies fully-integrated and configurable solutions which can accommodate the complex needs of operators worldwide. This combination creates a strong player in the transit industry with a combined customer base of 4 of the top 5 and 10 of the top 20 transit authorities in North America. In addition, the large majority of Finland's paratransit market and a large portion of the UK community transportation systems are also serviced by this business.

Catering to limousine and work truck fleets, DDS International's eFleet business extends some of the core functionalities of computerized dispatching to commercial fleet operators without the upfront costs involved in buying hardware and software and maintaining these in-house. The system includes a complete

bundle of software, hardware and data networks that are securely accessible via any internet web browser. The eFleet system provides dispatching and management functionality for fleets of commercial vehicles. It integrates computer aided wireless dispatch, GPS fleet tracking, GPS navigation, two-way text messaging, and point-of-sale payment processing into a single hosted system that is available as a subscription service.

DDS International's Digital Wireless business is dedicated to the development and manufacturing of in-vehicle MDT's, related hardware and telecommunication infrastructure. Special purpose MDT's have been a critical element of the Company's success and will enable optimized integrated solutions to be provided through the above businesses. This business will also market its products, as an OEM, to customers and solutions providers in other vertical markets that use MDT's and require mobile data communications infrastructure. The transformation of the Company into four individual businesses enhances DDS International's focus on providing the best in class end-to-end market oriented solutions resulting in strong business impact for its customers and driving significant future growth.



Taksi Helsinki to Switch to GPRS



Helsinki Taksi-Data OY (HTD) of Finland currently operates a fleet of 1,400 vehicles fitted with MC 1790™ mobile computers. A Digital Dispatch customer since 2002, HTD recently decided to switch their communications over to a standard GPRS network from the private mobile radio (PMR) network they have been previously using for several years. The MC 1790™ mobile computers that HTD has are fitted with internal GPRS modems to support this switch.

HTD is relying on Digital Dispatch for seamless transition into GPRS. This process involves providing their fleet with the ability to communicate over both GPRS and PMR networks during the transition. The current PMR network will remain in place while their system is switched over to the public data network (PDN). This will provide HTD a means to control their fleet and also to act as a backup should there be any issues with the GPRS network.

"Digital Dispatch provided the most economical and proven forward path for the progression over to PDN," commented Eero Keinänen, CEO of Taksi Helsinki. "We are more than happy to work with them on this project because we are really very satisfied with the support they have provided us over the past 5 years, especially their UK office."

HTD's decision has been prompted by their need to keep pace with the technological development and take advantage of the improved coverage and speed provided by GPRS. They are also adding cars to their fleet and it makes better sense for them to use public cellular networks to accommodate the increased communications need.

HTD is also undertaking a complete upgrade of both their Credit Card reader and Taximeters. They plan to have their whole fleet fully upgraded and on GPRS network by the middle of 2008.



From left:

Jukka Kuusisto, Board Member
 Jarmo Rosenberg, Managing director
 Ole Fransman, Board Member
 Juha Seila, IT Manager
 Ian Watson, Project Manager/DDS
 Eero Keinänen, CEO
 Arto Marttinen, CSM
 Urpo Mäkinen, System Manager

- continued from cover page

Upgrading from KSTs Costs as Low as 36 cents a Day

Kelowna Cabs of British Columbia is not only a long-time customer of Digital Dispatch but they are also the first to take advantage of Digital Dispatch's upgrade plans and are replacing their existing KST mobile data terminals (MDTs) with the iPilot 8000™. They have had the KSTs for several years, but now they are now looking forward to adding some of the more advanced functionalities of the latest MDTs to support their growing fleet and business needs.

MDTs today are making use of some of the latest technologies like GPS-based automatic vehicle location, turn-by-turn navigation, full color mapping, integrated magnetic card swipe, and large memory for more data storage. These not only increase operational efficiencies of taxi fleets but also enhance customer service by offering the modern conveniences such as in-car credit card payment and printed receipts as well as faster responses. All of these ultimately translate to more business for taxi companies and more satisfied customers.

"The ability to have up-to-date mapping and driver-friendly MDTs are major factors behind our decision to switch to the iPilot 8000™," explained Kim Jakku, General

Manager for Kelowna Cabs. "The Okanagan region is growing quickly and is becoming an international tourist destination. This means more business for us and it is pivotal for us to be prepared to handle the increased volume. Mapping is also a huge help for our drivers as the region is developing roadways



rapidly and new streets are being added frequently."

While a fully equipped iPilot 8000™ mobile computer offers all the advanced functionalities needed for managing large taxi fleets, Digital Dispatch also offers scaled-down versions of the iPilot 8000™ for customers who do not require extensive functionalities. The Vector 530™ may be a good option for you if GPS-based AVL and in-vehicle card payment are required.

MDTs today are making use of some of the latest technologies like GPS-based automatic vehicle location, turn-by-turn navigation, full color mapping, integrated magnetic card swipe, and large memory for more data storage.

There are several programs now available from Digital Dispatch to make it easy and simple for you to replace your KSTs with any of these MDTs. These programs offer options to spread your upgrade costs out over 3 or 5 years if that suits you better than a one-time full fleet upgrade. There is also the flexibility of upgrading your fleet in batches instead of all at once. Because all of our systems are backward compatible, fleets can operate fully with a mixed variety of MDTs at any given time.

[Contact your Account Manager for more details on the upgrade options.](#)

Regional Technical Conferences in 2008



Digital Dispatch plans to hold 6 regional technical conferences across North America in 2008 to support our TaxiTrack™ and PathFinder™ customers. These meetings will provide an informal yet effective platform for customers to meet both their peers and our support team face-to-face to discuss their concerns and share knowledge about the products they are using.

We have already held three of these conferences in late 2007 in Southern California, Alberta, and Ontario, and received very positive feedback from customers. We were able to provide several on-the-spot solutions for some of their issues and also took home suggestions for future changes and enhancements to our products.

These meetings will be of interest to managers, system administrators, and anyone else in your company who is involved in the overall operation of your dispatching system. Each meeting consists of a day-long group session, and series of shorter one-on-one sessions with each company to discuss specific issues in greater detail.

We plan to spread out the 6 meetings in 2008 so that all of our customers can attend without having to travel at great lengths. Currently, we plan to cover the following regions:

- **Southwest (excluding Southern California)**
- **Southeast (Texas to Florida, north to Tennessee)**
- **Northeast (Atlantic Seaboard, south to DC)**
- **Midwest (south to Kentucky)**
- **Pacific Northwest (including Alaska)**
- **British Columbia**

We will be finalizing dates for these in the coming weeks and will contact you 4 to 6 weeks in advance of the meeting in your region. For more information, please contact Stefan Ewing, Assistant Product Manager for TaxiTrack™ and PathFinder™, at 604-214-7259, or email him at sewing@digital-dispatch.com.

SmartCab Provides Business Advantages to NY Taxi Owners

In June of 2007, as part of New York City's landmark taxi technology enhancement project, Digital Dispatch was awarded Notice to Proceed (NTP) from the Taxi and Limousine Commission (TLC) of New York City to roll-out its new state-of-the-art SmartCab™ taxi management solution in the city's approximately 13,000 medallion yellow cabs. Digital Dispatch is one of four companies awarded NTP by the TLC for its initiative.

The solution includes an interactive multi-media personal information monitor (PIM) for passengers in the taxi back seat providing a self serve, secured credit/debit card payment mobile eCommerce facility and offering real time route maps, news, entertainment, and local information.

The SmartCab™ taxi management solution also provides business fleet owners and drivers with business advantages through the integration of advanced fleet management technologies. The solution includes a Vector 530™ Driver Information Monitor which incorporates GPS and functionality for automatically logging trip information. Other functionalities include the generation of comprehensive back-end reports, notification of cab shortages at events and locations, paperless trip reports, real-time traffic updates, assigned driver log-in as well as the option to integrate other peripheral devices like mobile printers or existing taxi meters if needed.

The Vector 530™ contributes to driver peace of mind with features such as trip store and recall whereas drivers have the ability to call up information from the last 80 fares that have been taken. Also in place is a reimbursement



iView 8000™ in NY cabs

program designed to protect drivers from bearing full costs when fraudulent credit cards are used for payment.

The NYC Taxi and Limousine Commission has previously required all taxi drivers to submit paper records of each trip they make, one of the big advantages of the new system is that this chore is now automated. For taxi operators this technology addresses the need for easy, secure and efficient management of day-to-day business. Adoption of the management solution is a big change for this community which has been operating the same way for 40-50 years and it is expected to transform the way taxi operators do business.

The system provides people with new levels of accessibility to their money, cabs can expect the credit-card payment option alone to mean more business for drivers and larger tips as well, as people tend to tip more on credit cards than with cash. The spokesman for the New York State Federation of Taxi Drivers, Fernando Mateo agrees, and has stated that "Our member drivers that have installed GPS get better tips, drive longer rides, and get places more efficiently." The installation of the

SmartCab system is the next step in evolution for the taxi industry.

We recently spoke to a NYC Medallion owner Zahid Ishaq to determine how his business has been impacted by the installation of the SmartCab taxi management solution.

How are your customers reacting to the new monitor that has been installed in the back seat of your taxi?

People definitely notice the monitor, especially, the younger customers who seem to be really impressed by it. People mostly use the maps, and I find that it is beneficial that the settings on the monitor are adjustable to suit everyone's preference. Feedback has been good.

How are customers receiving the fact that the system is self serve?

People are interested in the machine - it is simple and easy to use and can be faster than paying by cash because the customers can just swipe their own card without having to hand it to me.

How has the installing of the SmartCab system impacted the way you do business?

The system works well and it hasn't affected the speed or frequency of my fares. The device was simple to learn and is easy to use with almost no training or instruction.

There has been some resistance from the Taxi Workers Alliance in regards to privacy issues and surcharges - what is your opinion on these concerns?
I can't speak for anyone else because every person is different in how they feel about privacy. But I personally don't feel as if I have been impacted by the controversy. What the Taxi Alliance Workers said should affect me hasn't so far.

50% Growth in Little Over a Year: Thanks to TaxiBook Express

Alpine Taxis of Southend, U.K., has been using TaxiBook Express for the past 18 months to manage its fleet of 30 vehicles. The Company's fleet has grown by 50 percent in just over one year as a result of increased operational efficiencies after switching to TaxiBook Express. In fact, the taxi company is now running two separate fleets using the same application, and this provides the company the ability to share work during busy times.

TaxiBook Express is a managed taxi dispatch service designed primarily for smaller taxi fleets which do not require the advanced fleet management capabilities of TaxiTrack™ and PathFinder™. TaxiBook Express was developed by MobiSoft OY of Finland, which has recently been acquired by Digital Dispatch Systems. The Company plans to launch this product in North America in the first half of 2008.

Peter Richmond, Managing Director of Alpine Taxis, expressed his satisfaction with TaxiBook Express. According to him, the accuracy of bookings has increased dramatically. Bookings are done faster as well, and customer service is also enhanced now with the ability to personalize contact with regular customers and reduce hoax calls. Dispatchers have access to all upcoming and pending jobs on the main booking screen, making it easy to get a clear indication of fleet load and ETAs for all jobs.

Drivers also share in the advantages. Their average hourly income has increased as a result of the increase in number of trips they can make. TaxiBook Express automatically dispatches jobs to the most suitable vehicle, thus reducing the vehicle dead mileage.

Peter is very happy with the effect that TaxiBook Express has had on his business, and sees the system as an integral part of the Alpine Taxi's future.



New Face

Rob Dickson is our Account Manager for TaxiBook, our new Managed Taxi Dispatch Service product. He will be responsible for building awareness for TaxiBook and a client base for it in North America.

Rob brings 6 years of experience in marketing business-to-business software in the financial sector. He holds a Bachelor of Commerce Degree with a Major in Economics, from Saint Mary's University. His hobbies include mountain biking, exercising and keeping up to date on current events.

New Repair Facility in Queens, NY



We are pleased to announce that our New York office will also be handling repairs for local customers. Marcel Evans, our new Repair Technician, who has been an invaluable resource in implementing the TLC-mandated Taxi Technology Enhancement project in NYC, will now begin focusing on repairs.

We are initially accepting repair requests from only three local customers, who have been notified. In the near future, our NY office will be the primary repair center for many of our East Coast customers as we redistribute repair work in the U.S. among our three offices. Each customer will be notified when to begin sending their terminals to the New York office for service. We hope to achieve an even faster turn around time for repairs with this arrangement.

Digital Dispatch System Inc.

North America

tel: +1 604 241 1441
fax: +1 604 241 1440

UK

tel: +44 (0) 1954 780888
fax: +44 (0) 1954 781612

Sweden

tel: +46 (0) 8 674 1250
fax: +46 (0) 8 612 6535

Singapore

tel: +65 6455 1713
fax: +65 6455 0307

Finland

tel: +358 (03) 277 8800
fax: +358 (03) 277 8899

Digital Dispatch Systems Inc. iPilot 8000™, Vector 530™, PathFinder™, eFleet™ and TaxiTrack™ are trademarks of Digital Dispatch Systems Inc. All other brand names are trademarks or registered trademarks of their respective owners.