SUMMER
2007

ZONE BROADCAST

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DDS DIGITAL DISPATCH

SmartCab™ Approved

In June this year, Digital Dispatch Systems 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 to enhance passenger experience in New York City's approximately 13,000 medallion yellow

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Toronto's Royal Taxi Ready for full ROLLOUT

Royal Taxi based in Toronto, Ontario, has gone live with its new dispatch system that includes iPilot 8000™ mobile computers with Destinator™ turn-by-turn navigation for 500 of its cars. Another 100 cars with the same system are expected to be rolled out this summer.

The dispatch system, which will run over a private mobile radion (PMR) network, interfaced to their existing dispatch software. The cabs are also outfitted with SmartPay™ in-vehicle payment solution and SmartPrint™ in-vehicle printers. The system also supports corporate account cards, a payment mode becoming increasingly popular with companies.

HIGHLIGHTS

SCR's Unique Challenge & Solution

SCR Transportation of Chicago, Illinois, specializes in on-demand and medical transportation for the elderly and people with health-related issues. Transporting approximately 500,000 clients per year and in service for 20 years, SCR has emerged as on of the fastest growing companies in Chicago.

SCR Transportation's fleet

The company decided to deploy Vector 530™ mobile data terminals (MDTs) connecting to StrataGen's ADEPT Host software via a public cellular network. The use of public cellular networks to support mobile data environments is a relatively new but rapidly growing trend. Unlike the private radio systems, these networks require no upfront costs for setting up a radio network and come with choices of service packages, which can make them more cost effective for many mobile fleets to use for their computerized data dispatch needs.

SCR faced a rather serious problem after the initial installation of the new system in 150 vehicles. The modem connection indicator lights on the MDTs were flickering and would randomly light up and stay lit till the systems could be reset at the end of the day. This indicated that the data connection over the cellular network was failing.

This is an example of some of the technical issues that are emerging with the growing use of public cellular networks in mobile data environments. These networks and the technology developed to support communication over such networks, are more optimized and tested to support session oriented services like telephone calls, where a session is initiated, communication happens for a limited time, and then the session is terminated. The demand to support continuous mobile data communication 24/7 means that the supporting technology and products also need adjustments.

Fortunately, Digital Dispatch got a head start two years back in maneuvering through the technical maze to make its dispatch solution work on public cellular networks. That experience came in handy in solving SCR's communication issues. Working with the modem manufacturer, Digital Dispatch determined that there was a firmware problem associated with a specific module of the external modems used in SCR's system. This would cause the modems to lock up in the fringe network coverage areas and not automatically resume connection to the cellular network afterwards.

Once the problem was identified, the module manufacturer was able to provide a firmware fix to rectify it. The challenge now was that 150 modems needed updating, but because the problem could not be replicated in a lab to test out the fix, it had to be tested on the live system.

The firmware was first loaded onto five vehicles to see if it worked. As soon as it was clear that it was effective, two weeks were spent for on-site reloading of the new firmware. At the end, there was yet another technical know-how added to our project team's knowledge base.


Vector 530™ inside SCR's car

Thanks to the patience, diligence, and cooperation of all the parties involved, SCR is up and running very well. A very special thanks to the SCR personnel who were extra patient and supportive while having this problem resolved. SCR has recently decided to also add another 30 MDTs to their fleet.

SmartCab™ Approved for Rollout in Big Apple

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cabs. Digital Dispatch is one of the four companies awarded NTP by the TLC for this initiative.

As part of New York City's landmark taxi technology enhancement project to improve the overall passenger experience, this TLC mandated 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 PIM places information and entertainment at the passengers' fingertips during taxi rides in New York City through easy and convenient access to local information and news for passengers and opens up a targeted channel for advertising and the media. For Digital Dispatch, this taxi passenger orientated network opens up a new, independent and substantial market.

Transparent to passengers, the new solution also offers business benefits to the fleet owners and drivers by incorporating advanced fleet management technologies to provide comprehensive back-end reports, paperless trip reports, real-time traffic updates, assigned driver log-ins as well as the options to integrate other peripheral devices like mobile printers or existing taxi meters if needed.

"We are excited that the technology and functionality of our new SmartCab™ solution has been validated by the TLC as this will revolutionize the experience for taxi passengers. New York City taxi operators can expect the proven high quality, reliable customer support and the dependability that our decades of leadership in taxi fleet management bring in addition to the numerous benefits of this new innovative technology solution," said George Lipski, VP Development and Operations for Digital Dispatch.

The iView 8000™ PIM, a part of Digital Dispatch's SmartCab™ solution, comes with an integrated card swipe, a 10.4" color display with a wide viewing angle, a rugged touch screen and a user friendly interface with Internet-type interaction. Complete with volume control and mute options, the iView 8000™ allows passengers to be in full control of their in-vehicle riding experience including the option to swipe their own cards for payment without having to hand it over to the driver.

European Customers in Growth Mode

TAXIS G7 of Paris, France, and Sammenslutningen Københavns Taxa (TAXA 4x35) of Copenhagen, Denmark, both long-time customers of Digital Dispatch, are in a growth mode.

The largest taxi company in Europe with an expanding fleet size nearing 5,000 vehicles, TAXIS G7 has always been an early adopter of advanced technology to manage its fleet. They are now expanding their fleet and upgrading their mobile data terminals from MC 1790™s to iPilot 8000™s. A new framework agreement between TAXIS G7 and Digital Dispatch, allows them to purchase new iPilot 8000™s as well as exchange their existing MC 1790™s for the iPilot 8000™s for their fleet expansion and upgrade project.

The iPilot 8000™ provides several key advantages over the MC 1790™ including ability to run more complex software applications, support a wider range of peripherals and store more data. These translate to

TAXIS G7 Fleet

increased operational efficiencies for TAXIS G7 and the ability to offer a greater variety of value-added in-vehicle services using the iPilot 8000™ as the central control.

"We have had a reliable relationship with Digital Dispatch for years. The quality of their products and service make us feel confident in choosing them once again for our upgrade project," commented Cyril Metz,

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Dinner after a long session of Meetings

Notes from Budapest

European Customers and Digital Dispatch personnel in Budepaest

This year, we held our European User Group meeting in the historic capital of Hungary, Budapest. It was a fantastic setting for some very constructive sessions and, of course, good evening entertainment for all.

Our European taxi customers – TAXIS G7 of Paris, France; Sammenslutningen Københavns Taxa (TAXA 4x35) of Copenhagen, Denmark; Taxi Stockholm, Sweden; and Helsingin Taksi-Data OY (HTD) of Helsinki, Finland - sent representatives to Budapest to discuss all aspects of their systems.

The meeting turned out to be a great platform to address customer questions and concerns and also to deliberate on existing and future hardware and software functionalities for our products. There were sessions focused on future products and customer plans. These gave all involved an insight of the ideas and plans for enhancements to the existing systems and next generation product features.

This meeting proved to be a great opportunity to gather and discuss thoughts from everyone to formulate plans that can help all of us to achieve some common goals in terms of product developments and improvements.

5 Years of Service to AAA Recognized

Digital Dispatch was presented with a 5-year recognition award by AAA National during its Annual Conference and Tradeshow in Florida in June, 2007. Several AAA clubs, including AAA Mid-Atlantic, Auto club South, New Jersey auto club, AAA Chicago, AAA Oregon/ Idaho, AAA East Tennessee, AAA Merrimack Valley, AAA Carolinas - have been using iPilot 8000™mobile computers for sometime now.

Brent Gushulak (R) of Digital Dispatch receiving award from Marshall Doney, Vice President, Automotive, for AAA

European Customers in Growth Mode

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TAXA 4x35 fleet

Director, Development and Systems for TAXIS G7. "We are looking forward to further increase our efficiencies with this advanced technology and are happy to be working with Digital Dispatch on this project."

In Denmark, TAXA 4X35 is responding to an influx of new drivers and their vehicles by purchasing more iPilot 8000™ mobile computers. TAXA 4X35 also uses the PathFinder™ dispatch application, which is well known in Copenhagen and around the world for its ability to provide taxi drivers with increased revenue and profitability.

"The general consolidation of the taxi market in Copenhagen means an expansion of our fleet. This purchase is to accommodate this natural growth," stated Palle Christensen, Chairman of TAXA 4X35.

"TAXIS G7 and TAXA 4X35 are undoubtedly two of our most valued customers. I am very pleased indeed that not only have they continued to trust and rely on us over the years, but are also investing in our leading new products," said Michael Hryb, Vice President of International Sales. "These endorsements from both customers bode well for our future customer upgrade opportunities."

More Environment Friendly

What is the RoHS Directive?

RoHS stands for the "the restriction of hazardous substances." It is a mandate from the European Union (EU) to adopt stricter measures for environmental protection.

The purpose for this Directive is to promote the reuse, recycling and other forms of recovery of waste. It also seeks to enforce accountability on all operators involved in the life cycle of electrical and electronic equipment to act responsibly toward preserving our environment.

When does this Directive come into effect?

The Directive 2002/05/EC came into force on July 1, 2006, for members of the European Union.

What are the implications if my product does not comply?

An enforcement authority may ask to see evidence that a producer has used due diligence and taken reasonable steps to comply with the requirements of the RoHS Directive. Failure to comply could result in the eventual withdrawal of your product from the market.

What does it ban?

The Directive bans placing new electrical and electronic equipment containing more than the agreed-upon levels of lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyl (PBB) and polybrominated diphenyl ether (PBDE) flame retardants, on the market.

Are there regulations like this anywhere else?

Yes, beginning in 2007, the Electronic Waste Recycling Act (EWRA) of California, U.S.A, came into effect. The Act requires the Department of Toxic Substances Control (DTSC) to adopt regulations to prohibit the sale of covered electronic devices if they do not comply with EU standards.

Is there any way my business will benefit?

Yes! Corporate social responsibility is not just an environmental initiative, it is an important business process with the potential to save your organization a lot of money. It is becoming increasingly difficult for organizations to ignore the growing demand for goods and services to be delivered in a socially and environmentally-responsible manner.

iPilot 8000™ v2.1 Now Fully RoHS Compliant

The newly upgraded version of our flagship iPilot 8000™ mobile computer has been engineered to be fully RoHS (Restriction of Hazardous Substances) compliant and environmental-friendly. This includes the removal of potentially hazardous heavy metals including: lead, mercury, cadmium and hexavalent chromium. It, of course, continues to have all the same functional and easy-to-use features of the original iPilot 8000™.

"We are truly proud to be offering a high-quality product that not only assists taxi drivers but also helps to improve the environment," said Cliff Snelling, Vice President of Marketing and Product Management for Digital Dispatch.

This is really important for the European market because the EU directive requires that all electrical and electronic equipment that is dependent on electric currents or electromagnetic fields, be fully RoHS compliant. The directive came into effect July 1, 2006. Further, as of January, 2007, the state of California's law mandates that all covered electronic equipment need to be free from the potentially harmful metals and chemicals.

The upgraded iPilot 8000™ uses the latest GPS receiver which provides a higher response and better performance. These units operate at 400 MHz and support multi-wireless service access. As in previous versions, it also provides support for CompactFlash™ and USB.

How to Locate Canceled Time Call Trips

Ron Schwartz
Customer Service Representative

Ron Schwartz's Tips

Step One

Run the Time Call Report (ta0tcall) and specify the date of the trip creation.
You will be given the following information:

- Company code
- Creation time
- Trip dispatch time (if applicable)
- Time call pick-up time
- Time call pick-up date
- No-trip time
- Car number
- Passenger name, phone number and address
- Time call type
- Isv sequence number

Step Two

Use the Trip Detail Report (ta0detail) once you find the time call trip in question.

The Isv sequence number allows you to look at the trip in detail. This function will also provide any relevant address information, as well as both the Calltaker that created the trip and the Calltaker that cancelled the trip.

If you have any questions, please contact customer service at 1-888-821-9321.
Customer Service hours are Monday to Friday 6AM to 6PM

Upcoming Events We Plan to Attend

September

September 6-9
AAA Mid-Atlantic Expo
Wilmington, Delaware

September 9-12
AAA IT Conference
Toronto, Ontario

October

October 9-12
TLPA Annual Convention & Exposition
Denver, Colorado

October 16-18
WasteCon 2007
Reno, Nevada

November

November 4-7
Limo Digest Annual Expo
Atlantic City, New Jersey

November 19-20
American Towman Exposition
Baltimore, Maryland

November 28-29
Canadian Waste & Recycling Expo
Vancouver, British Columbia

December

December 2-5
Crane and Hoist Conference & Expo
Las Vegas, Nevada

Brent Gushulak

Brent Gushulak is the Vice President of Sales for North America. He oversees both the North American Taxi and the New Markets divisions for Digital Dispatch. Brent has over 20 years of experience in sales management with an impressive history of consistently over-achieving sales goals while building and leading top notch sales teams.

Brent previously worked for Sun Microsystems of Canada Inc., a Fortune 500 company, where he was promoted from Sales Client Executive to Regional Manager for Vancouver, British Columbia. During his tenure, he achieved revenue targets of approximately $40 million a year. In addition, he planned and executed successful sales strategies for major accounts such as the Government of British Columbia, Telus, BC Hydro, and the Insurance Company of British Columbia (ICBC). Prior to that Mr. Gushulak worked for IBM Canada Ltd as a Marketing Manager.

Jay Hutton

Brent has a Bachelor of Business Administration with a Major in Economics from the University of Regina.

Jay Hutton has joined Digital Dispatch as the Vice President of Business Development. He will be responsible for securing new ventures and fostering strategic business alliances.

Jay is a telecom oriented executive with proven successes in major account development strategies and sales processes. He came to Digital Dispatch from Voice Mobility Inc., a company he co-founded in 1999.

Maggie Brinton

Serving both as CEO and, since 2003, as President, Jay was responsible for the Company's vision, product management and strategy. He instituted the initial structure, guided it through an IPO, and secured comprehensive IP and OEM licensing agreements with Avaya. Earlier in his career, Jay worked for Ascend Communications Inc. as Country Manager for Canada. His team successfully grew Canadian operations from nothing to over 30 million dollars in under three years.

Jay has a Bachelor of Arts degree from the University of British Columbia with additional education in account planning, strategic selling skills, professional negotiation and various technical and product training.

As the Channel Sales Manager in our eFleet division, **Maggie Brinton** will be responsible for introducing eFleet™ into a variety of markets by creating and nurturing important partnerships.

She previously worked as a key Account Representative with The Litebook Company based in Calgary, Alberta. Maggie was very successful in her pursuit to establish a network of dealers; increasing Litebook's number of partnerships from 70 to 700. Her prior 10 years were spent working with various telecommunication companies including Bell Canada and Cannect Communications.

Maggie has been the recipient of various awards, including Cannect Communication's President's Club Award. In her spare time, she enjoys skiing, golfing, and spending time with her family.

Digital Dispatch System Inc.

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

New York
tel: +1 718 361 2345
fax: +1 718 361 3112

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

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