

PRESS RELEASE

Case Study: The Taxi of the Future

It is standard business practice for taxis to transport their passengers from A to B via the quickest route. Nowadays though, taxi operators need to offer their passengers more: In Taiwan, taxis are tackling the future and have been converted into rolling communication centers. In the future, passengers will be able to send messages or e-mails, search for restaurants and events or call up route, traffic and flight information as well as other important information all from the back seat of a taxi. For this, the vehicle requires a WWAN connection, which provides a permanent connection to the Internet, as well as a display on which passengers can view video or other media content.

A Taiwanese taxi company has put this idea into practice in a pilot project. To begin with, they implemented a fleet management solution developed by Advantech-DLoG, including a mobile data terminal and two displays, into 40 vehicles. The Embedded Box solution, a mobile PC, features flexible communication and connectivity options. Two 7 inch displays are connected to this PC. One of the displays serves the taxi driver as a navigation device and communication screen to the taxi center. The second display is attached to the headrest of the rear seat and serves passengers as an infotainment screen. Additionally, passengers can search for shops, places of interest or events, send messages, surf the Internet and call up route information as well as flight information. The driver also benefits from this system: Traffic and route information is available to him - as it is to the taxi center. Via the CAN Bus interface, vehicle diagnostic data such as tire pressure or engine condition can be transferred directly to the taxi center and the driver and taxi center can exchange information in real-time about current bookings.

The taxi system designed by Advantech-DLoG including the solutions TREK 550, TREK 303 and the Infotainment Display provides an intelligent solution in the field of urban mobility. Thanks to an extensive Infotainment offer for passengers, customer service and satisfaction can be improved significantly. At the same time, the solution fulfills all requirements for modern taxi fleet management such as real-time communication between drivers and the taxi center, efficient route and traffic planning, easy payment processing with integrated debit card payment system and increased driver safety through a camera, and proactive vehicle diagnostics reporting.

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About DLoG UK

DLoG UK has been supplying software and hardware solutions since 1985 and strategically represents Advantech-DLoG in the UK. DLoG has a strong pedigree in helping companies to operate more efficiently and to maximise their return on investment. Our extensive range of touch screen terminals are used in warehousing, manufacturing and other areas where highly ruggedised devices are required. We work with software partners specialised in their field to deploy leading edge solutions for our customers.

About DLoG GmbH

DLoG GmbH, a member and IMC (International Mobile Computing) center of excellence of the Advantech Group since 2010, was established in 1985 and has made a name for itself as a global player in the field of industrial PC and vehicle terminal solutions for extremely challenging environments - in construction machinery, forklifts, trucks, mining equipment and industrial production. The new brand name of Advantech-DLoG combines the experience and market leadership gained by both companies in the past with the objective of turning Advantech-DLoG into a leading global provider for selected vertical markets such as warehousing, heavy goods management and fleet management. Advantech-DLoG is the byword for cutting-edge sectoral innovation and a high level of quality. Within the framework of a comprehensive support, sales and marketing network, more than 3,600 employees are dedicated to providing swift time-to-market services for Advantech-DLoG's global customer base.

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