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Television

Client: SaskTel Mobility

Project: loadTrak Virtual Tour

Date: Jan. 5/2005

Docket No: 05STEL074

Title: loadTrak Virtual Tour

Length:

Video:

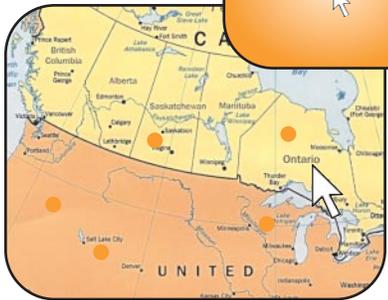


Direction:

Open on a medium sized truck driving by on a freeway.

Fade to an orange screen with the LoadTrak logo.

An arrow cursor clicks on the loadTrak logo. The button depresses and the screen quickly fades out.



Fade into a map of North America with a few orange dots blinking.

The arrow points to each dot.



Cut to the arrow clicking in the address bar of a browser window. The LoadTrak website address "www.loadtrak.com" is typed into the address bar. The camera zooms back a bit and the page loads

Cut to a demonstration of how to log into the customer section.



Fade back to an orange screen with the LoadTrak logo on it.

The words "Vehicle Tracking" zoom onto the screen from the left.

Audio:

(Overview)

Do you know where your truck is? With the LoadTrak solution, you'll never have to wonder again.

LoadTrak is an end-to-end hosted service that provides a wide range of tools to help you manage the efficiency, productivity and safety of your vehicles and mobile assets.

LoadTrak gives you 24/7 access to vital information and real-time dataviewing for all your vehicles and mobile assets.

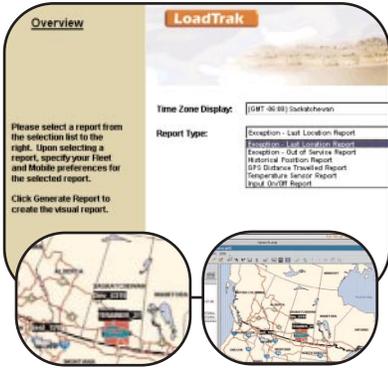
And all you have to do is log into the LoadTrak application website and enter your name and password. That gives you full access to the LoadTrak Data Centre and all the tracking information you'll need.

The LoadTrak solution is really two products. First, there's Vehicle Tracking. Vehicle Tracking can give you:

Video:

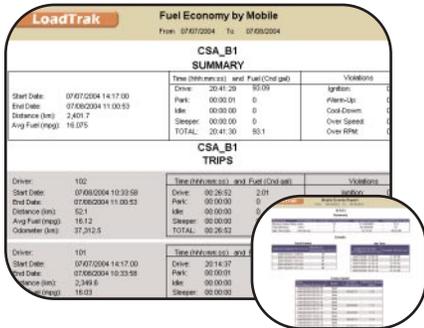
Direction:

Audio:



Screenshots from various vehicle tracking demos fade in and out.

- locating and tracking – view and track your fleet in real time
- reporting – gain valuable insights and improve your decision making with detailed dataviews of your fleet’s location and activities
- additional custom reporting features:



Screenshots from the PMA and Fuel Tax Reporting demos fade in and out.

- Performance Management Advisor allows you to monitor driving habits and reduce maintenance costs
- Fuel Tax Reporting uses Global Positioning and geofencing technologies to give you immediate and accurate fuel tax reporting any time you want it



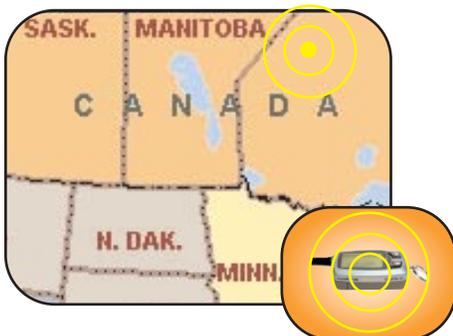
Cut to a dispatcher messaging a driver. The driver messages back on the Wescor RDT-800 device.

- messaging – your dispatchers and drivers have unlimited two-way text messaging
- optional features



Cut to a man importing data from the loadTrak Data Centre into a customized report or application.

- Back Office Integration lets you directly import data from the LoadTrak Data Centre into customized reports, billing systems and other applications



Cut to a map of North America. Circular lines are emitted from a remote location of a vehicle.

- Panic Alert is a powerful emergency notification device for drivers

Cut to the Key Fob transmitter emitting the same circular lines to convey that a transmission is taking place.

Video:

Direction:

Audio:



Cut to service, municipal, and oil and gas imagery fading in and out.

Industries like truckload, less-than-load, service, municipal, and oil and gas can all benefit greatly with Vehicle Tracking.



Rapidly fade back to an orange screen with the LoadTrak logo on it.

The second LoadTrak solution product is Asset Tracking, With Asset Tracking, you'll get:

The words "Asset Tracking" zoom onto the screen from the left.



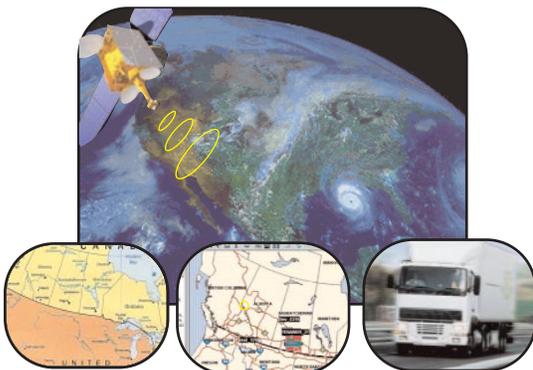
Cut to images of trailers, railway cars and seasonal equipment.

- locating and tracking – locate your mobile assets using a low-cost, self-contained tracking unit for resources like trailers, railway cars and seasonal equipment

LoadTrak Fuel Economy by Mobile			
From: 07/07/2004 To: 07/08/2004			
CSA_B1 SUMMARY			
Start Date: 07/07/2004 14:17:00	Time (hrs:mins) and Fuel (Crd:gal)	Ignition	Stability
End Date: 07/08/2004 11:00:53	Drive: 30:41:30 93.1	Ignition	Stability
Distance (mi): 2,401.7	Idle: 00:00:01 0	Warm-Up	Cost-Down
Avg Fuel (mpg): 16.075	Sleeper: 00:00:00 0	Over Speed	Over RPM
	TOTAL: 30:41:30 93.1		
CSA_B1 TRIPS			
Driver: 102	Time (hrs:mins) and Fuel (Crd:gal)	Ignition	Stability
Start Date: 07/08/2004 10:33:09	Drive: 00:26:52 2.01	Ignition	Stability
End Date: 07/08/2004 11:00:53	Park: 00:00:00 0	Warm-Up	Cost-Down
Distance (mi): 52.1	Idle: 00:00:00 0	Over Speed	Over RPM
Avg Fuel (mpg): 16.12	Sleeper: 00:00:00 0		
Odometer (mi): 37,312.5	TOTAL: 00:26:52 2.01		
Driver: 101	Time (hrs:mins) and Fuel (Crd:gal)	Ignition	Stability
Start Date: 07/07/2004 14:17:00	Drive: 20:14:37 91.08	Ignition	Stability
End Date: 07/08/2004 10:30:58	Park: 00:00:01 0	Warm-Up	Cost-Down
Distance (mi): 2,348.6	Idle: 00:00:00 0	Over Speed	Over RPM

Cut to a LoadTrak Data Centre user accessing and scrolling through historical data.

- reporting – you can get real time and historical data that can be customized and viewed any time you want to see it.



Cut to an image of a satellite in outerspace beaming information down to earth. Zoom into the globe and morph into a topographical map of North America. Zoom in closer to reveal the location of a vehicle on a map. Zoom in closer to an actual image of the vehicle driving on the highway.

You can use Vehicle Tracking and Asset Tracking alone or together. Both use GPS technology and Internet access to the LoadTrak Data Centre to give you complete and reliable communication, tracking and dataviewing capabilities for fleets and mobile assets. Anywhere in North America.

Video: _____

Direction: _____

Audio: _____



Fade to an orange screen with LoadTrak logo.

The words "Get the information you need, when you need it." zoom onto the screen.

The cursor presses the loadTrak button once again.

With the LoadTrak solution, you get the information you need, when you need it.



Cut to the SaskTel logo. Various images of SaskTel employees such as technicians, customer service representatives and sales people fade in and out.

(Benefits)

The LoadTrak solution is a service of SaskTel, a provincial telecommunications company with over 96 years of communications and technological experience. SaskTel serves more than a million customers.

We partner with leading companies specializing in hardware, software, and networks in the wireless industry. LoadTrak's advanced, yet easy-to-use application connects seamlessly with pretty much every wireless data network that's out there.

Partners logos are flashed on the screen.

In other words, LoadTrak is stable and well connected. And we're in this for the long haul.



Fade to an orange screen with LoadTrak logo.

The words "What can LoadTrak do for you" zoom onto the screen.

The cursor presses the loadTrak button again.

Now, what can LoadTrak do for you? Plenty.



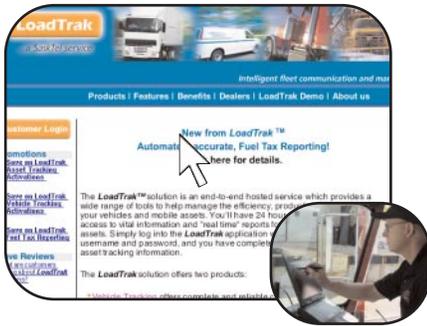
Cut to images of trucks on the road making deliveries.

First of all, we deliver. We know it takes more than technology and tools to get the most out of a fleet management service. With LoadTrak's vehicle tracking, and asset tracking, you get more.

Video:

Direction:

Audio:



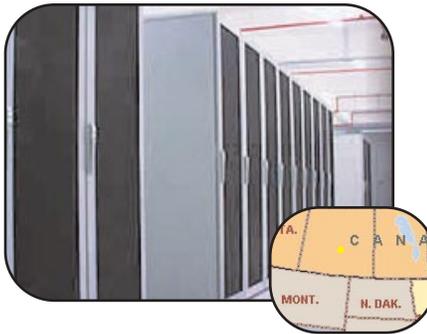
Cut to a LoadTrak Data Centre user logging in to the LoadTrak website. Zoom out to reveal that the user is accessing the site from his truck.

And we're Web based. That means you can access your fleet information any time you want – at work or at home – through the LoadTrak website. Or really, anywhere in the world where you have Internet access. You gotta admit that's pretty handy.



Cut to technicians working behind the scenes in the data centre.

LoadTrak also gives you great infrastructure benefits. You don't spend a dime on network infrastructure or technical support. LoadTrak is an end-to-end hosted service. Our expert technicians take care of everything, all the necessary infrastructure. And they even keep it all up to date. That leaves you free to do what you do best, which is run your business.



Cut to images of SaskTel's world-class data centre.

And you'll get comfort of mind with superior data security. The LoadTrak solution is hosted and maintained by the SaskTel world-class data centre. This data centre is HP Signature Certified. Basically, that means it's one of the safest, most secure data hosting facilities in North America. It's located on the Canadian prairies, far away from the kind of severe weather and other natural events that seem to threaten so many other places.

Cut to a map pointing out the data centre's location.



Cut to a series of call centre shots showcasing SaskTel's exceptional customer service.

Next is customer service. We all talk about customer service, don't we? If you want to hang on to your customers, ya gotta look after 'em.



Cut to a map of Canada's LoadTrak dealer locations.

At LoadTrak, we do just that. We have an extensive national dealer network to make sure you get personal service whenever you need it. Services like employee training, hardware installation and service, and also ongoing customer and technical support. With LoadTrak, you've got it.

Blinking dots point out each location as we scroll across Canada.

Cut to shots of employee training, hardware installation.

Video:

Direction:

Audio:



Fade to an orange screen with LoadTrak logo.

The words "Competitive pricing" zoom onto the screen from the left.

You'll get competitive pricing. We've designed our prices to give you the flexibility and choices you need. Take our two-way messaging option, for instance. There's no usage rate. You get unlimited two-way messaging. You can start there and pick the options that suit your business.



The bullets:

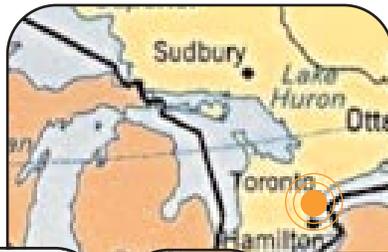
- **fixed network rates**
- **revenue-based discounts**
- **lower monthly charges as your fleet grows**

You'll get fixed network rates, too. That means no surprises on your monthly bills. And you'll also get revenue-based discounts, so you'll see lower monthly charges as your fleet grows.

zoom onto the screen from the left.

The cursor presses the loadTrak button again.

Cut to a fleet of trucks.



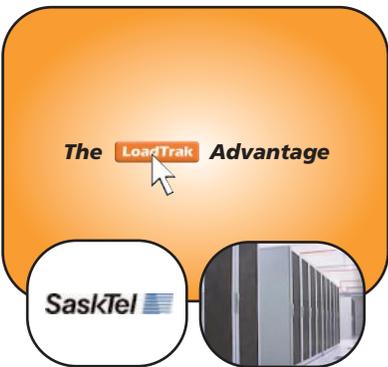
Cut to map pointing out a vehicle's location on Highway 401 outside of Toronto. Waves emanate from the location.

Cut to an image of that truck on the road.

Fade to a map of a vehicle on an Alaskan Highway. Waves emanate from the location.

Cut to an image of that truck on the road.

And LoadTrak is available over multiple networks. You can track your fleet in the heart of a city with 1xRTT, or in some far off and remote location with satellite tracking technology. Not sure what network's right for you? Don't worry about it. We'll give you a hand figuring that out.



Fade to an orange screen with LoadTrak logo.

The words "The LoadTrak Advantage" zoom onto the screen.

The cursor presses the loadTrak button again.

Put all these benefits together and you have what we call The LoadTrak Advantage. Backed by a financially stable service provider and hosted by a world-class data centre, you can count on the LoadTrak solution.

The SaskTel logo fades in and images of the data centre fade in and out.



Cut to a user loading the LoadTrak website.

Real-time and historical data screenshots fade in and out.

Remember, with the LoadTrak solution, you have access to real-time and historical data from any Internet connection in the world. We like to say that your information is as close as you need it to be.

Video:

Direction:

Audio:

Fade to an orange screen with LoadTrak logo.

(LoadTrak Features and Options)



A Vehicle Tracking overview is displayed.

(Vehicle Tracking/Overview)

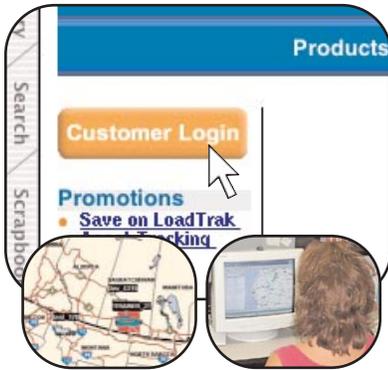
The bullets:

- PMA
- Back Office Integration
- I/O capabilities
- Panic Alert
- Fuel Tax Reporting
- Geofencing

LoadTrak Vehicle Tracking provides complete and reliable communications including tracking, dataviewing and messaging services. This is a very useful tool for industries like truckload, less-than-truckload, service, municipal, and oil and gas.

zoom in from the right.

With Vehicle Tracking, you just access the Internet to get specific information about any one or all of your vehicles, any time of the day or night. Vehicle Tracking is available on both 1XRTT (terrestrial) and satellite networks. Track your fleet in the heart of the city with 1XRTT, or in remote locations by satellite. And you can effectively centralize your dispatch operations because any number of dispatchers can access the application.

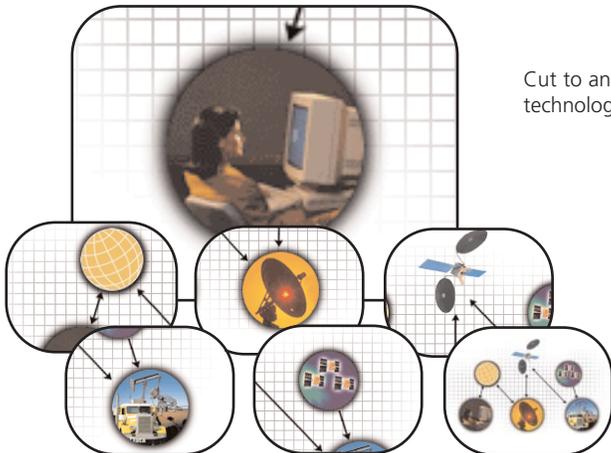


Cut to a close up of the customer login button on the Loadtrak website.

The arrow clicks the button and the login page loads.

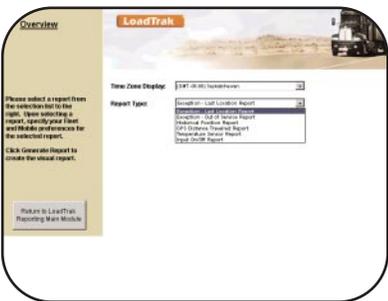
A fleet's location is promptly displayed on screen. Zoom out from the screen to reveal that a dispatcher is accessing the data.

Vehicle Tracking uses GPS technology and detailed North American maps to let you see exactly where your fleet is located. In real time.



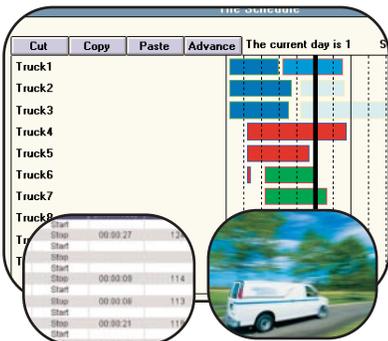
Cut to an animation of how the GPS technology works.

You can quickly determine a vehicle's speed, direction and position using scheduled updates or unlimited, on-demand polling capabilities. You decide what information you'd like to see. Position information can be configured, so you choose only that information that's important to your business.



Cut to a user accessing detailed info about a driver or fleet.

With Vehicle Tracking, you'll not only reduce the cost of locating your drivers, you'll be able to find out where they are any time of the day or night. Using information that's right at your fingertips. In fact, you can find out the location of individual drivers or entire fleets. And you can access detailed schedule and historical information, too.



Cut to a shot of a user scrolling down a delivery schedule.

The user accesses up-to-date delivery info via the LoadTrak website to ensure deliveries are made on time.

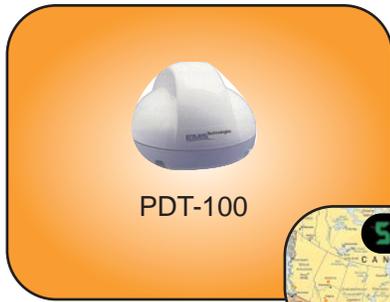
Your customers will benefit, too. With Vehicle Tracking, you can give them up-to-date and accurate information on availability, scheduling and delivery. You will be able to maximize your loads through more precise scheduling of pickups and deliveries. And you'll also be able to make sure that your bills are accurate, and that they're going out on time. Everyone wins.

Cut to small truck making a delivery.

Video:

Direction:

Audio:



Fade into an orange screen

The PDT-100 zooms onto the screen.

Cut to a map of North America with orange blinking dots representing vehicles. The digital clock (top right) advances its time in increments of 15 min. As it does this the orange dots move to demonstrate the progress of each vehicle.

Vehicle Tracking/Locating and Tracking

With LoadTrak, you'll be able to choose how frequently you receive your GPS updates. You can get them every 15 to 60 minutes with LoadTrak satellite, or every minute with LoadTrak 1X. Or, if you prefer, you can manually poll an individual vehicle any time you like.



Cut to two drivers at a truck stop. They appear to be going over some data before a shift change.

Cut to realtime data of that truck. The data indicates that it has stopped.

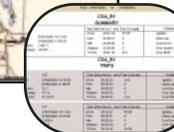
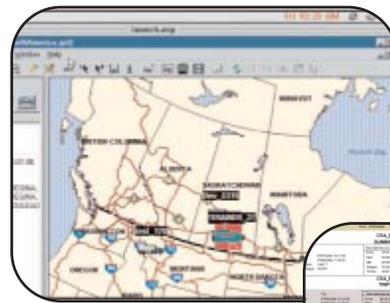
You'll reduce your operating costs because you'll be able to dispatch the closest vehicle to every pick-up. And you'll minimize stopovers and overtime by tracking vehicles in real time to coordinate drivers, vehicles and freight.

Time (hh:mm:ss)	Maximum Deceleration (m/s ²)	Date/Time Ended (mm/dd/yyyy hh:mm:ss)	Duration
2003 14:28:46	38	04/27/2003 13:08:28	11:31
2003 08:31:45	83	05/01/2003 17:35:40	11:22
2003 14:41:43	67	05/07/2003 13:38:10	13:52
2003 15:53:09	67	05/07/2003 20:14:39	18:04
2003 16:17:26	65	05/15/2003 19:31:19	17:21

Excess Speed			
Time (mm/dd/yyyy hh:mm:ss)	Event	Duration (hh:mm:ss)	Maximum Speed (km/h)
04/24/2003 06:02:48	Start		
04/24/2003 06:03:15	Stop	00:00:27	124
04/24/2003 06:16:57	Start		
04/24/2003 06:18:57	Stop		
04/24/2003 09:02:20	Start		
04/24/2003 09:02:29	Stop	00:00:09	114
04/24/2003 09:16:17	Start		
04/24/2003 09:16:25	Stop	00:00:08	113
04/25/2003 10:03:32	Start		
04/25/2003 10:03:53	Stop	00:00:21	119
04/25/2003 10:33:14	Start		
04/25/2003 10:33:17	Stop	00:00:03	114

Cut to a dispatcher using LoadTrak to track driving habits.

You'll also develop and expand customer service by using LoadTrak to track driving habits. You can enhance the safety and security of your fleet, and foster a positive public image through environmental responsibility.

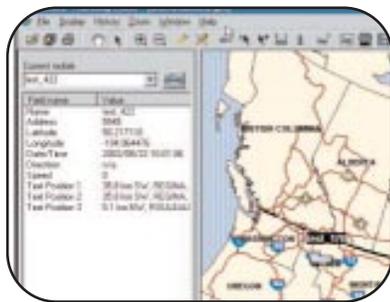


Cut to a user viewing real time or historical vehicle information.

The user generates an up-to-the-minute customized report.

Vehicle Tracking/Reporting

An important tool in your vehicle-tracking toolkit is the reporting feature. Vehicle tracking gives you a wide range of fleet and vehicle dataviewing through our LoadTrak Data Centre. It's simple, easy to use and free of charge. And because it uses the Internet, you can view real time or historical vehicle information – or generate up-to-the-minute customized reports, if you like – any time you want to do that.



Cut to a user viewing a fleet's activities.

With vehicle tracking's reporting feature, you'll be able to make better decisions because you'll have better information on your fleet's activities and performance.

Video:

Direction:

Audio:

Details

Idle Time		
Date/Time Ended (mm/dd/yyyy hh:mm:ss)	Duration (hh:mm:ss)	
04/27/2003 13:08:28	11:35:28	
05/01/2003 17:35:40	11:22:41	
05/07/2003 13:38:10	13:52:00	
05/07/2003 20:14:39	18:03:44	
05/15/2003 19:31:19	17:21:05	

Excess Speed		
Event	Duration (hh:mm:ss)	Maximum Speed (km/h)
Start		
Stop	00:00:27	124
Start		

Cut to a user viewing a driver's fuel consumption and idling history.



Cut to a close up of the customer login button on the Loadtrak website.

The arrow clicks the button and the login page loads.

Mobile Events Report

15/511 Summary

Event	Count	Duration (hh:mm:ss)	Maximum Speed (km/h)
Excess Speed	12	13:40:00	124
Hard Braking	5	00:00:00	67
Idle Time	5	14:27:00	

A fleet's data is loaded.

Event Name	Unit of Measure	Number of Occurrences	Max
Excess Speed Stop	km/h	74	
Hard Braking	m/s ²	5	
Idle Time Stop	hh:mm	5	

Details

Date (mm/dd/yyyy hh:mm:ss)	Maximum Deceleration (m/s ²)	Date (mm/dd/yyyy hh:mm:ss)
04/27/2003 14:39:46	38	04/27/2003 13:08:28
05/12/2003 08:31:45	63	05/01/2003 17:35:40
05/14/2003 14:41:43	67	05/07/2003 13:38:10
05/14/2003 15:53:08	67	05/07/2003 20:14:39
05/14/2003 16:17:25	65	05/15/2003 19:31:19

Screenshots of a driver's performance fade in and out.

Fuel Economy by Mobile

From 07/07/2004 To 07/08/2004

CSA_B1 SUMMARY

Time (hh:mm:ss)	Time (hh:mm:ss) and Fuel (Crd gal)	Violations
04:14:17:00	Drive: 20:41:29 93.09	Ignition
04:11:00:53	Park: 00:00:01 0	Warm-Up
	Idle: 00:00:00 0	Coast-Down
	Sleeper: 00:00:00 0	Over Speed
	TOTAL: 20:41:30 93.1	Over RPM

CSA_B1 TRIPS

Time (hh:mm:ss)	Time (hh:mm:ss) and Fuel (Crd gal)	Violations
004 10:33:58	Drive: 00:26:52 2.01	
004 11:00:53	Park: 00:00:00 0	
	Idle: 00:00:00 0	
	Sleeper: 00:00:00 0	
	TOTAL: 00:26:52 2.01	

Screenshots of a driver's performance fade in and out.

Hard Braking		
Date (mm/dd/yyyy hh:mm:ss)	Maximum Deceleration (m/s ²)	Date/Time Ended (mm/dd/yyyy hh:mm:ss)
04/27/2003 14:39:46	38	04/27/2003 13:08:28
05/12/2003 08:31:45	63	05/01/2003 17:35:40
05/14/2003 14:41:43	67	05/07/2003 13:38:10
05/14/2003 15:53:08	67	05/07/2003 20:14:39
05/14/2003 16:17:25	65	05/15/2003 19:31:19

Excess Speed			
Date	Event	Duration (hh:mm:ss)	Maximum Speed (km/h)
04/29/2003 09:52:49	Start		
04/29/2003 09:52:49	Stop	00:00:27	124
04/29/2003 09:52:49	Start		
04/29/2003 09:52:49	Stop		
04/29/2003 09:52:49	Start		
04/29/2003 09:52:49	Stop	00:00:00	114
04/29/2003 09:52:49	Start		
04/29/2003 09:52:49	Stop	00:00:00	113
04/29/2003 10:03:43	Start		
04/29/2003 10:03:43	Stop	00:00:21	118
04/29/2003 10:03:43	Start		
04/29/2003 10:03:43	Stop	00:00:00	111

Screenshots of a Fleet's performance fade in and out.

You can manage driver performance in areas like speeding, idling, acceleration, hard breaking and fuel consumption. You can access historical location reports for customer inquiries, audits and insurance requirements. You can also maximize productivity on fleet operations and performance, or access historical location reports for customer inquiries, audits or insurance requirements. You can also monitor fuel, tire and maintenance costs by importing collected data directly into customized reports, billing systems and other applications.

But don't forget: The LoadTrak Data Centre lets you look at real time data, at any time. It's not just for printing reports.

Vehicle Tracking/Reporting/Performance Management Advisor Option

The Performance Management Advisor can help you maximize your business potential. The Performance Management Advisor – we call it the "PMA" – is an option that gives you dataviews on driver performance. It's especially useful for safety monitoring and cost management.

PMA lets you monitor driver performance and reduce maintenance costs. It lets you measure and track speed, idling, hard acceleration, hard breaking and fuel consumption. And with that information, you can reduce fuel, tire and vehicle maintenance costs.

PMA analysis engine performance factors like fuel economy. That lets you refine your maintenance scheduling to make it more efficient.

But maybe most importantly, PMA improves driver safety – and company image – by effectively analyzing driver safety records. Heck, you can effectively manage the driving habits of one driver or your entire fleet.

Video: _____

Direction: _____

Audio: _____

Time (mm:ss) and Fuel (Cnd gal)		Violations	
00:26:52	2.01	Ignition:	0
00:00:00	0	Warm-Up:	0
00:00:00	0	Cool-Down:	0
00:00:00	0	Over Speed:	00:24:43
00:26:52	2.01	Over RPM:	00:07:51

Time (mm:ss) and Fuel (Cnd gal)		Violations	
20:14:37	91.08	Ignition:	0
00:00:01	0	Warm-Up:	0
00:00:00	0	Cool-Down:	0
00:00:00	0	Over Speed:	07:14:21
20:14:38	91.09	Over RPM:	02:26:44

The user scrolls through fuel tax reporting data.

Vehicle Tracking/Reporting/Fuel Tax Reporting Option

The Fuel Tax Reporting option can save you money and headaches. And that's a double that easy to handle.



Cut to animation demonstrating how fuel tax reporting works.

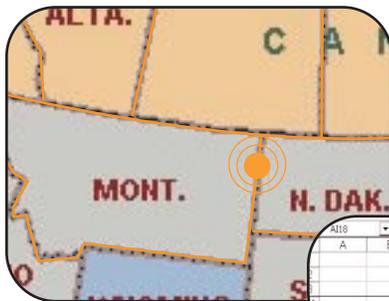
An vehicle's location is pointed out on a map. Data waves emanate from the location.

The vehicle odometer reading is sent to the satellite. The satellite sends info to the data centre.



Fuel Tax Reporting is a new LoadTrak Vehicle Tracking feature that uses GPS and geofencing technology to efficiently gather accurate information for fuel tax reporting. When you choose the fuel tax reporting option, you'll save money by significantly reducing – maybe even eliminating – the outsourcing of fuel tax calculations.

Your drivers will not longer have to record odometer readings when they cross a provincial or state border – manual recording errors will be a thing of the past. Odometer recordings are transmitted to the LoadTrak Data Centre automatically, on a regular basis. You don't have to wait for your driver to return to get odometer readings. You'll also get automatic and accurate distance-travelled information, broken down by province and state, anytime you need it.



Cut to a map with the provincial and state borders blinking. A vehicle is crossing a border.

Cut to the user demonstrating how to import fuel tax data into another application.



And here's a bonus: You can import the distance-travelled data directly into your existing Fuel Tax software program to simplify and accelerate reporting to the International Fuel Tax Association (IFTA).



Cut to a dispatcher and driver messaging back and forth.

Vehicle Tracking/Messaging

Choose from a range of messaging capabilities.



Your dispatchers and drivers will have unlimited two-way, real-time text messaging right across North America. This is a secure and fast message delivery system.



Cut to a close up of the RDT device display. The user selects a pre-formatted message and sends it.

The message shows up on the dispatchers screen.

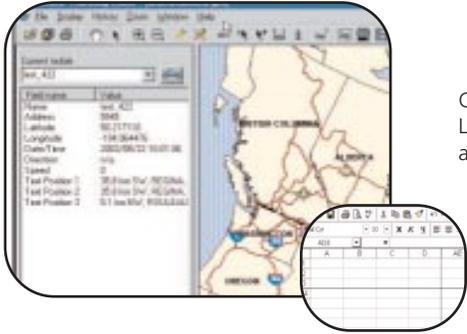
But you also have the option of sending preformatted and free form messages – you can use them to speed up the transfer of standard information or confirm your message was received. You can also use messaging to communicate detailed route information, strengthen driver safety and security, message individuals or the entire fleet, and reduce cellular and long distance costs. It all depends on what you need for your particular business.



Video:

Direction:

Audio:



Cut to the user transferring data between the LoadTrak system and a business software application.

Vehicle Tracking/Back Office Integration Option

Vehicle tracking's Back Office Integration option lets you transfer data between the LoadTrak system and some of the more popular business software applications. You can directly import data from the LoadTrak Data Centre into customized reports, billing systems and other applications that you use for your business.



The user sends messages to vehicles at the same time, demonstrating the Dispatch integration function.

Two types of data transfer are available. Dispatch integration lets you send messages to vehicles at the same time the information is being entered into your dispatch software. Or, there's custom integration, which uses raw data to generate analysis and dataviews.

oadTrak Fuel Economy by Mobile
From 07/07/2004 To 07/08/2004

CSA_B1 SUMMARY		Time (Hh:mm:ss)	Fuel (Cnd)
Drive:	20:41:29	93.09	
Park:	00:00:01	0	
Idle:	00:00:00	0	
Sleeper:	00:00:00	0	
TOTAL:	20:41:30	93.1	

CSA_B1 TRIPS

Cut to the user scrolling through a fleet's data.

Cut to an orange screen with a stack of papers. Step by step the paper stack reduces to nothing.

Back Office uses digital forms to reduce redundant data entry, increase your turn-around time on reports and billing, and reduce lost paper work. And guess what? That not only saves time and improves your operation, it increases your revenue because it gives you faster and more accurate customer billing. And I'll tell you something else: Your employees won't mind the reduced paper work one bit.



Cut to the Key Fob transmitter emitting waves to convey that a transmission is taking place.

Vehicle Tracking/Panic Alert Option

Here's another option that's just perfect for certain operations. It's called Panic Alert.

Cut to a map of North America. Waves are emitted from a remote location of a vehicle.

Panic Alert is a Vehicle Tracking option that lets LoadTrak users notify their company in an emergency situation. The user sends an alert through the Panic Alert device to a 24/7 monitoring centre. The monitoring centre then contacts the user's company and relays the user's precise location.



Cut to LoadTrak employee receiving the Panic Alert transmission. He dispatches for help.

Cut to a map of a vehicle in a remote location. The words "300 metre" zoom onto the screen.

Cut to a truck driving in a remote location.

If you have people travelling alone or in remote locations, Panic Alert is great for increasing their safety and security. They can easily send an emergency alert by either pressing a button or by using the "man down" mode. Either way, Panic Alert gives you and your employees the peace of mind that comes with knowing they can activate an emergency alert any time, anywhere. And it works in up to a 300-metre radius of their vehicle. That's a lot of peace of mind.

Video:

Direction:

Audio:



Cut to a series of images of industrial oil and gas and construction sites.

With the intrinsically safe Panic Alert device, you'll have reliable communication and emergency access to a 24-hour monitoring centre. You'll be able to ensure worker safety in emergency situations and in hazardous environments.



Fade to an orange screen with LoadTrak logo.

Asset Tracking/Overview

A Asset Tracking overview is displayed.

The bullets:

- **Locating and Tracking**
- **Reporting**

zoom in from the right.

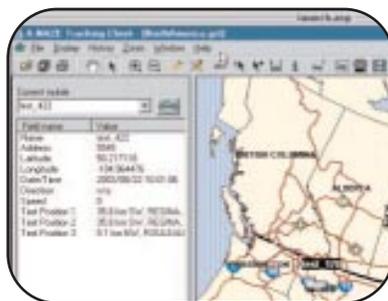


Cut to images of mobile assets. An AXTracker Module is seen amongst the imagery.

LoadTrak's Asset Tracking gives you low cost tracking and dataviewing for assets like trailers, railway cars and seasonal equipment. You can use asset tracking alone, or with vehicle tracking. And it's as easy to use as accessing the Internet.



Asset Tracking gives you reliable and valuable information, right at your fingertips. You can maximize productivity by keeping your trailers on the road. And you can reduce operating costs with scheduled maintenance and improved asset planning.



Cut to the user pinpointing the current location of a vehicle.

Asset Tracking/Locating and Tracking

Access tracking lets you pinpoint the current – or historical – location of your mobile assets. It uses GPS technology with detailed North American maps. You can have asset tracking generate reports as often as you like. It's completely up to you. It's a great way to enhance security and reduce incidents of lost or stolen trailers, even when trailers are detached from vehicles.



Cut to user generating a asset tracking report.

Asset tracking can reduce operating costs by allowing you to reduce tractor-to-trailer ratios. That means you can make sure that your trailers are on the road – making money – as often as possible. That's efficient.

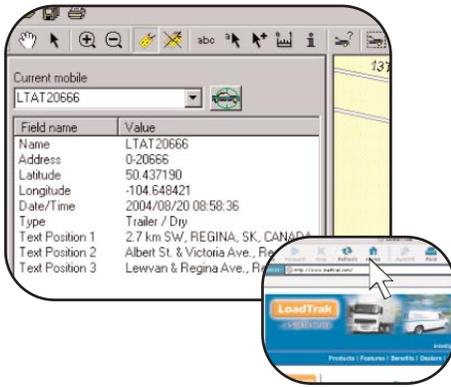
Cut to an image of parked trailers.

Cut to the user locating a parked trailer.

Video:

Direction:

Audio:



Cut to the user viewing real time and historical vehicle or asset information.

Cut to a user entering "LoadTrak.com" into the browser address bar.



End on an orange screen with the LoadTrak button and the LoadTrak url.

The cursor presses the button and the screen fades to white.

Asset Tracking/Reporting

LoadTrak's Asset Tracking Reporting feature can give you a wide range of asset data through our LoadTrak Data Centre. It's simple, easy to use and free of charge. Just log in to LoadTrak on the Internet and view real time and historical vehicle or asset information, anytime you want it. You can generate custom reports, too.

Call to Action

For more information, or to locate an authorized LoadTrak dealer near you, visit

www.loadtrak.com or call 1-866-LoadTrak (1-866-562-3875).