



## News Release

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### **DATA BURST TECHNOLOGIES UNVEILS NEW "iTRAK™ FLEET MANAGER"**

*iTRAK GPS tracking service adds dozens of new features, including enhanced vehicle history reporting; advanced idle and over speed alerts.*

**May 1, 2006** (Woodland Park, Colo.) – Data Burst Technologies, Inc., a leading provider of GPS-based tracking, mapping, and reporting solutions, announced today that its iTRAK Fleet Manager version 5 is now available.

iTRAK is the "industrial strength" GPS tracking solution for fleets of 5 to 500 vehicles. iTRAK Fleet Manager, formerly known as "NavView," is designed for commercial fleets, and runs as a hosted service from the company's network operations center in Colorado. An enterprise version is available for fleets larger than 500 vehicles.

Fleet managers can see vehicle activities in real-time mode or historical mode by logging into iTRAK Fleet Manager from any Internet-connected computer. Customizable icons on a full-screen map show vehicle position, timestamps, and breadcrumbs, while a real-time alert system reports unusual conditions or activities.

A unique, programmable, event-based transmission scheme improves granularity of breadcrumb data points and conserves bandwidth. When the vehicle is moving at higher speeds, vehicle data is sent more frequently; when the vehicle is moving slowly or is stopped, data is sent less frequently. This strategy is far superior to solutions that transmit based on time alone. Transmission rules are remotely configurable (over the air) to meet customers' specific needs, including distance traveled, elapsed time, and key events (i.e., starts, stops, sensor alerts).

For larger enterprise customers, the application can be delivered as an in-house system, installed at the customer's premises. iTRAK Fleet Manager is available in English and Spanish, and has full mapping capabilities for the U.S., Canada, and Mexico, plus much of Europe and South America.

iTRAK Fleet Manager version 5 contains several new features:

- A dramatic new reporting engine creates historical reports for any or all vehicles, as well as displaying the historical route of one or more vehicles on a map. All tabular reports can be saved directly into an Excel workbook, where each report is a separate sheet in the workbook.

- The enhanced alerting capabilities included in iTRAK Fleet Manager now support alerting when certain operating parameters are exceeded, such as preset speed, excessive stop time, excessive idle time, or out-of-bounds sensor data. The system supports multiple alert thresholds, which can flash icons or send text alerts via email.
- A new HTML-based API (Application Programming Interface) lets other software applications interact with iTRAK Fleet Manager by means of a series of predefined requests and responses. Using the API, providers of dispatch application software, for example, can easily display vehicle location on their dispatchers' screens.

"iTRAK Fleet Manager version 5 is clear evidence of Data Burst Technologies' commitment to deliver solid, affordable, solutions that meet our customers' changing needs," said Bill Poellnitz, the company's COO. "Our system architecture was designed to allow easy expansion of iTRAK's capabilities as new technology becomes available. As a result, version 5 contains many new features our customers have requested."

The adoption of GPS tracking solutions has become widespread in recent times, as fuel prices and other operating costs have soared. Using iTRAK, fleet managers can dispatch mobile workers more efficiently, ensure drivers adhere to authorized routes, and closely monitor the use of company assets. Some fleet managers have reported fuel savings of 40% or more by using Mobile Resource Management (MRM) technologies such as GPS.

#### **About Data Burst Technologies**

Data Burst Technologies Inc. is a ten-year old developer of GPS-based wireless tracking systems. The company also builds its own vehicle tracking hardware. iTRAK, the flagship product, is used by thousands of fleet managers throughout the United States, Canada, and Mexico. The solution has been embraced by decision makers in diverse markets such as Construction Services, Plumbing/HVAC, Regional Trucking, School Transportation, Landscaping, Towing & Recovery, Electrical Contracting, Waste Disposal, and Public Safety. The company's principal offices and network operations center are located in Woodland Park, Colorado. For more information, contact the company at: [iTRAKinfo@databurst.com](mailto:iTRAKinfo@databurst.com).

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