

MEDIA CONTACT:

Amy Toosley, Allison & Partners
(619) 533-7975
amy@allisonpr.com

TELOGIS COMPANY BACKGROUNDER

HISTORY

Telogis (www.telogis.com), a leading global platform for enterprise location based services, was founded in 2001 by Howard Jelinek, Newth Morris and Ralph Mason. The company was spun out from New Zealand-based South Pacific Electronic Design Associates, Ltd (SPEDA), which was founded by Mr. Jelinek. SPEDA remains a minor Telogis shareholder.

Telogis was originally established in New Zealand as a trunked radio hardware and software provider. As the company's technology evolved into a scalable telematics software solution, Telogis' management identified a much larger market opportunity in the United States. Mr. Morris initiated the focus on the U.S., specifically the local fleet market. In 2001, the company opened an office in Southern California and began offering telematics hardware and software services (OnTrack, now Telogis Fleet) to the U.S. market.

The initial software solution contained fleet management tools, including automotive vehicle location (AVL) and a proprietary mapping engine. Telogis identified a strong demand for its mapping engine component from its peers and began allocating additional resources towards the development of a geospatial platform. The demand was driven by an increase in machine-to-machine transactions such as reverse geocoding, geofencing and route optimization. In early 2005, Telogis began selling GeoBase (now Telogis GeoBase), its standalone mapping engine product and geospatial platform.

In September 2009, Telogis was named to the *Inc.* 5000 list of fastest-growing private companies in the United States. *Inc.* magazine ranked Telogis No. 569 out of 5000 companies in 2009 based on its 500% growth from 2005 through 2008.

Today, Telogis has offices in Europe, and Latin America as well as a development center in Christchurch, New Zealand.

MARKET TECHNOLOGY LEADERSHIP

Telogis Fleet, the company's GPS-based fleet productivity and management platform is a scalable, easy-to-use, Software as a Service ("SaaS") solution for enterprise fleets. Its ease of use has allowed Telogis Fleet to achieve a significantly high adoption rate among its fleet management customers. Telogis Fleet enables customers to improve productivity and reduce operating costs by providing secure, remote access to real-time GPS vehicle and driver information, as well as providing engine diagnostics, dispatch and route optimization and handheld products for fleet optimization.

Telogis Mobile is a wireless location-enabled application that allows businesses of all sizes to increase regulatory compliance, streamline operations, and improve customer service while eliminating paperwork and manual dispatch functions. Telogis Mobile can be run on any Windows CE device. Highlights of Telogis Mobile include: Voice prompted turn-by-turn navigation using premium NAVTEQ map data, an hours of service module for regulatory compliance, and real-time instant messaging. Telogis WorkForce increases regulatory compliance, streamlines operations, and improves customer service.

The navigation functionality enables drivers to route themselves to known customer locations as well as new locations entered on the fly. Stops can also be dispatched by the back office via Telogis Fleet, Telogis' Web-based fleet management application. The seamless integration of web-based and mobile applications is a natural extension of Telogis' technology portfolio.

DIFFERENTIATED AND FLEXIBLE PLATFORM

The Telogis philosophy is to provide a high level of flexibility and versatility within its products and services to enable its customers to exceed theirs and their customers' fleet management and location-based requirements. The company's capabilities are unique to the telematics industry and serve as a competitive advantage. Telogis' high degrees of versatility and compatibility enable its customers to completely integrate Telogis products into their existing systems and software using the company's software development kits (SDKs) and application programming interfaces (APIs).

Telogis Fleet has an extremely open architecture and can seamlessly integrate and communicate with a wide range of fleet management, mobile resource management systems or enterprise software solutions. As an example, many of the company's utility customers customize OnTrack to layer in vertical-specific data, such as gas lines and power lines etc. It is this flexibility that takes Telogis solutions to additional levels of productivity and value creation for its customers.

The strength and flexibility of Telogis Fleet comes from the platform it is built upon. The platform, another product set sold by the company, is Telogis GeoBase.

Telogis GeoBase, the company's market-leading geospatial platform and mapping solution for application developers, systems integrators, enterprise users and other peers, including telematics OEMs, features rich and detailed maps, navigation, geocoding, reverse geocoding and route optimization.

Additionally, Telogis Fleet is both hardware and carrier agnostic. It can operate on the GPRS or CDMA network and can seamlessly communicate with and import data from other applications. Telogis Fleet is also developed using open architecture. Telogis Fleet Enterprise customers are provided with permission to "white label" the product and rebrand the graphical user interface (GUI) to their company brand.

The ability to deliver this platform stems from one of the largest geospatial R&D organizations in the industry. The investments made into this platform provide its customers a clear voice in the growth and direction of the solutions and allows us to deliver additional value at a rapid pace.