



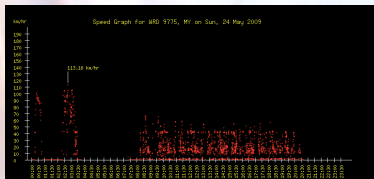
STARFISH

Fleet Management Systems



Starfish is a complex marriage between the Global Positioning System (GPS) and GSM communications, in particular, GPRS, that allows Starfish to send data over the Internet while being on the move. GPRS being of higher capacity, faster data speeds and cheaper than SMS, makes Starfish suitable for Fleet Management Applications.

Although GPS, being a Satellite System is available all over the world, GSM Communication is only available where the infrastructure exists. Starfish fills this void with the ORBCOMM Satellite System that allows data transfer anywhere in the world. Now, even sea-going vessels can be tracked like any vehicle on land. Best of all starfish has both GSM and ORBCOMM coexisting and switching between one or the other, automatically.



Bringing data back is just half the solution. The powerful computer servers that sit at Malaysia's Internet backbone makes the solution complete. Starfish is completely Internet based. Fleet Managers access maps, reports and analysis tools over the World-Wide-Web. This means minimal capital expenditure as all that is needed to start managing is a PC and the Internet.

With its arsenal of tools and reports, any fleet manager will immediately find the confidence to manage and be in control. The servers will highlight any out of bounds conditions like speed limits so that action can be taken to prevent mishaps.



Being rich in data, fleet managers can perform analysis, forensic and fraud investigation easily over the internet. Should the suite of functions be insufficient, data can be downloaded and special programs written to do the work.

Now, fleet managers don't have to guess where their vehicles are located at any time. Managing the fleet more effectively, reducing cost and improving margins are what Starfish and Fleet Management Systems are all about.

Experience live-tracking with Starfish for yourself. Visit www.my-starfish.com, courtesy of KL Hop On Hop Off, Kuala Lumpur's premier tourist bus.

1	Processor	Microchip PIC24FJ128GA010, 8MHz Low power RISC
2	GPS	SiRFstar III, SiRF technologies
		-157dbM tracking, 20 Channels, 200K Collerators
		Processor, ARM 966E-S, 120MHz
3.	GSM	SINCOM SIM508, Hong Kong
		Tri-band 900MHz, 1800MHz, 1900MHz
		GPRS Mobile Station Class B
		GPRS Multi-slot Class 10, 85.6 Kbps
4.	ORBCOMM	Quake 1000 ORBCOMM Communications modem
5.	Power	9VDC – 24VDC

Declaration

- Ministry Of Science Technology and Innovation (MOSTI) provided a grant from the Innofund for the development of Starfish
- SIRIM Malaysia's Certificate of Compliance Reg. No. **I00158** Serial: **B01856** 24 April 2009 issued to Integrated Electronics Systems Sdn Bhd for SF3100-1
- SIMCOM China EC Certification for GSM Reg. No. **U9M20604-6876-C CE0681** by BZT-ETS Certification Germany. 12 May 2006

Integrated Electronics Systems Sdn Bhd (413997-V)

www.my-starfish.com

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