CELLOCATOR

Cello-AR Introduction

Product Management, Jan 2013

AGENDA

- Cello-AR Introduction
- Cello-AR highlights
- Cello-AR Features
- Cello-AR Benefits
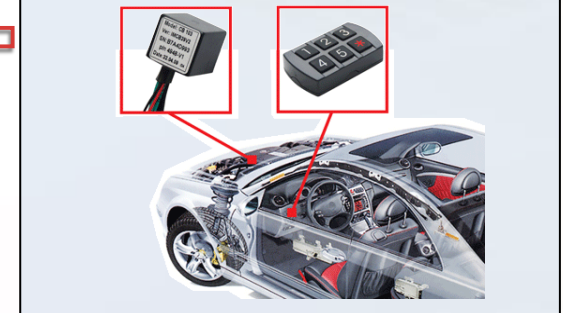- Cello-AR applications and target markets

CELLO-AR INTRODUCTIO0N

Cello-F

Roaming Control	Voice Call Control
OTA Protocol	Driver Management
HW drivers bank	
Serial Protocol	Geo-Fence Control
Power Management	I/O Management
	Garmin
Tracking Management	PSP
	FW Upgrade
Odometer / Speed Management	Especial Modes

Keypad

- 1-Wire Interface protocol
- Driver Management
- Alarm system Logic

Wired / Wireless Immobilizer

Cello AR

CELLO-AR Highlights

▷ Cost effective vehicle Security and safety solution

▷ Smart and extremely robust immobilizing system

▷ Advance identification and authentication

▷ Theft and tamper detection, reaction and OTA reporting.

▷ Emergency (Ecall) and Breakdown (Bcall) calls

▷ System structure:

    ✓ Cello-F with special FW version

    ✓ Keypad with backlight & buzzer

    ✓ Up to 2 wired immobilizer units.

    ✓ unlimited number of wireless immobilizer units

Cello-AR Features

▶ Driver Identification and Authentication

  ✓ Regular method – User unique simple code.
  ✓ Advanced method – Multi-code: user code (identification) and authentication code.

▶ E-call and B-call

  ✓ Emergency or service calls to different destinations.
  ✓ Intuitive operation via dedicated buttons.

▶ Paring mechanism to ensure 100% tamper-proof.

▶ Theft or tamper detection and reporting

  ✓ Keypad wires cut-off
  ✓ Immobilizer device wires cut-off
  ✓ Unauthorized Engine activation
  ✓ Towing detection

Cello-AR Features

▶ Sophisticated alarm system state machine

Disarmed	• Immobilizer deactivated • Vehicle can be used
Standby	• Immobilizer deactivated • Time out period before getting into armed mode
Armed	• Immobilizer activated • Pending driver authentication process.
Locked	• Immobilizer activated and locked • Vehicle cannot be mobilized for programmable time.
Service	• Immobilizer deactivated • Vehicle can be used without authentication

Cello-AR Benefits

- **_State of the art security level_** for you customer's fleet or private vehicles

- **_Early alert_** upon theft event – improved recovery and prevention odds.

- **_Full OTA control_** over you alarm system state and configuration settings.

- **_Cost effective solution_** – replacing expensive vehicle alarm systems.

- **_Add-on_** to Cellocator's legacy FM and security features.

- **_Cellocator+™ compliance_**

Cello-AR target markets

- SVR

- Insurance telematics

- Fleet security and fleet safety

- Vehicle financing