



CELLOCATOR

CelloTrack 3G Introduction

Product Management, July 2013

CELLOTRACK 3G NA FAMILY



CelloTrack – Product Family



- CelloTrack 3Y product line
- CelloTrack 8M product line
- CelloTrack XT product line
- CelloTrack Power
- CelloTrack Lighter



CelloTrack Family Common Features



- Smart power management allows switching off unused components (GPS, Modem)
- Long-life rechargeable 13/2/4,25 Ah Lithium Polymer battery
- Two configurable general purpose IO- Digital, Analog or Pulse Counter inputs or Open Collector outputs
- IP67 (Water & Dust Proof)
- Automatically adapts reporting frequency to state of movement (rest, slow, fast)
- Built in 3D accelerometer
- Advanced communication cost management including preferred/forbidden operators
- Built in Geo-fence support



CelloTrack Family Common Features



- Online event reporting
- Event driven data logging
- Push button programmable to be On/Off/Test/Panic
- Tamper switch
- OTA configurable
- Firmware OTA upgradeable
- Two monitoring LED's
- Internal memory (up to 2256 fully time-stamped events)
- Choice of cradles (bolt on, magnetic)
- GPRS/SMS communication
- Protocol compatible with Cello/ Compact units

CelloTrack 3Y- Features



- Designed for assets without power sources such as trailers, containers and train wagons .
- Up to 30 months battery (1 transmissions per day)
- External charger



CelloTrack 8M – Features



- Similar to CelloTrack 3Y Line. The main differences are:
 - Up to 8 months battery (1 transmissions per day)

CelloTrack Family 8M –The CelloTrack family entry level product line

CelloTrack XT– Features



- Designed to offer a robust solution for asset tracking in extreme weather conditions.
- Available in two flavors: CelloTrack XT & CelloTrack Power XT
- Similar to CelloTrack Line. The main differences are:
 - 13 months life time for 1 transmission per day
 - Wide operational temperature range (-30°C to +70°C)
 - Wide charging temperature range (-10°C to +60°C)

**CelloTrack XT Expands the CelloTrack Family
Temperature Limits**

CelloTrack Power - Features



- Designed specifically for assets, such as trailers, which have a temporary power connection.
- Built in charger connects to external power
 - Permanent installation via pig-tail harness
 - Battery is charged if external power is available
 - Battery temperature control while charging
 - Voltage range is 9-32 VDC



CelloTrack Lighter - Features



- Designed especially for applications where power is connected only on “ignition on” and minimum installation and maintenance is required.
- Comprised from CelloTrack Power and Lighter Harness, terminated with a connector which fits a vehicle’s standard cigarette lighter socket.
- Installed in the driver’s cabin with a fast and simple connection to the vehicle power.



CELLOTRACK 3G



CelloTrack 3G for North America(NA)



- ▶ The Purpose of that product is to provide solution for North America market including USA and Canada
- ▶ The CelloTrack 3G supports 3G network standards in addition to the same features, Capabilities and variants of the existing family.
- ▶ service providers : Telus , AT&T, T-Mobile and Rogers
- ▶ 3G network standards: W-CDMA 850 / 1900/ AWS and HSDPA+ 21 Mbps
- ▶ Certifications / homologation: FCC, CE Safety, PTCRB, AT&T, IC and Rogers
- ▶ Product variants: CelloTrack & CelloTrack Power (3Y, 8M and XT)

CelloTrack 3G improvements



- ▶ Cello based (HW and FW) Technology
 - ✓ Supports Additional Cello features
 - ✓ Ability to add more features in future
 - ✓ Immediate implementation of features developed for the Cello.
- ▶ Wake up from hibernation due to movement detection
- ▶ Reduced power consumption due to Real Time Clock (RTC) implementation.
- ▶ Programmable two inputs/outputs