

# TABLE OF CONTENTS

1.

ABOUT US

2.

SERVICES

3.

PRODUCTS

4.

MANAGEMENT

5.

CLIENTELE

6.

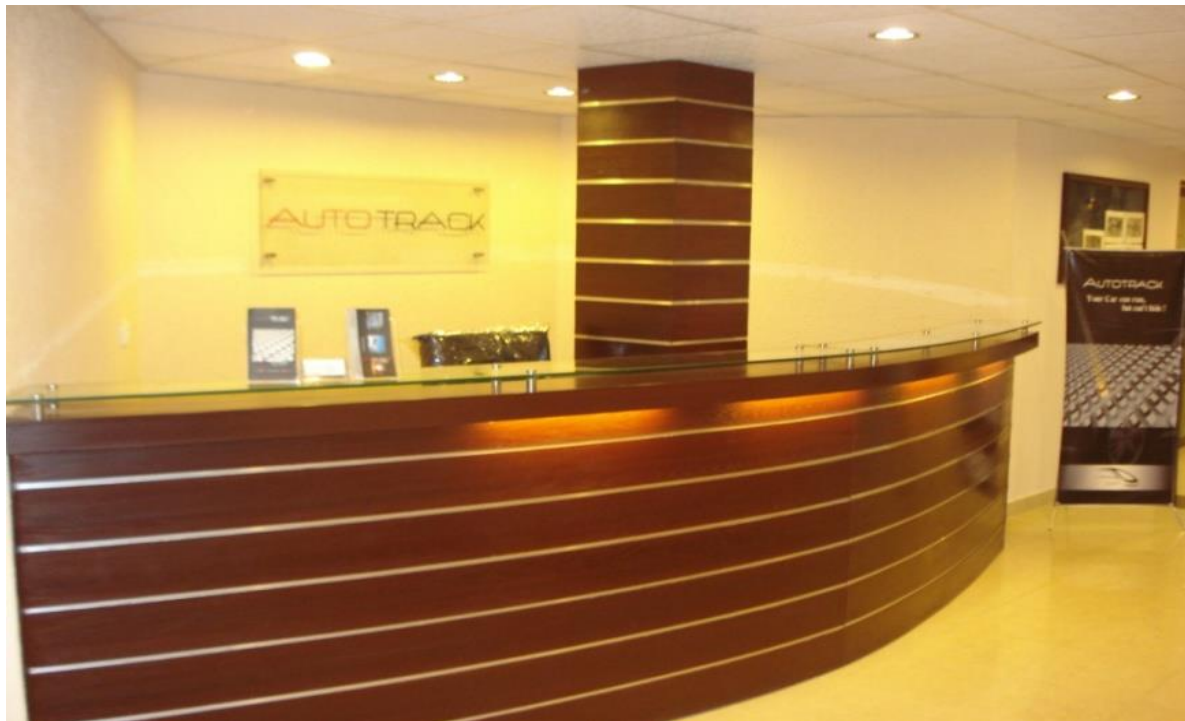
TECHNOLOGY

7.

TECHNICAL SUMMARY

## Cooperate Information

Company Name	Satellite Tracking Solutions Private Limited
Address	E-9,Block10,Gulshan-e-Iqbal,Karachi,Pakistan
Phone	021-111-684-951 , 02134837071-79
Fax	0092-21-4837081
SECP Registration	0064120
Line of business	Vehicle Tracking & Fleet Management Services
Business Founded	2006
Website	www.autotrack.pk
Trademark	AUTOTRACK™
License #:	DIR(L)/CVAS-264/PTA/2008
Strategic Partners	Samsung, Bridge telecom, Wateen telecom, Warid, Zong , Samsung, Optimum technologies, Flokser Group Turkey, Yield Technologies Inc.
Sister Concerns	Famous International, M/s Riztex
NTN	3057773-0
Sales Tax	17-50-8708-114-73
Bankers	Standard Charter Bank, MCB, Allied Bank Limited, Soneri Bank
Auditors	Ashfaq Associates



## About Us

Satellite Tracking Solutions (Pvt.) Ltd is a leading Pakistani based group running successful businesses in the field of distributions and manufacturing. Satellite tracking solutions has introduced a state of the art vehicle tracking and management system in collaboration with Yield Technologies Inc which is one of the worlds biggest manufacturer of satellite based equipments in Europe, North America, Asia and middle East

Satellite Tracking Solutions, offers a complete range of products and services including tracking for individuals as well as fleets for small and large companies. Our trademark product **AUTOTRACK™** incorporates an array of impressive features and works with GPS to give superior accuracy in the location of the vehicle. We are a company dedicated to providing quality and reliable systems as well as giving unsurpassed customer service to our customers. We believe in integrity, honesty and dependability.

## Vision

Satellite Tracking Solutions is an innovative company with a vision to provide a large undersupplied market with security of their most valuable assets. Our Vision is to be among the top market leaders by providing state of the art technologies and guaranteed customer service and satisfaction along with new innovations such as house management system.

## Objective

Our objective is to be a leading provider of comprehensive transitional tracking services and solutions. In order to achieve this objective, we always focus on the following key business strategies:

- :: Develop long-term strategic partner relationships with corporate and institutions.
- :: Focus on fleet management projects
- :: Concentrate on key technologies, train and retain highly skilled employees
- :: Remain focused on our core business principles while pursuing a rapid growth strategy

# AUTOTRACK™

## Strengths

### GIS – TELEMATICS

A complete telemetric solution through wireless communication network to track and manage remote assets such as vehicles and equipments.

### CERTIFIED PRODUCTS

**AUTOTRACK™** products are not only robust and reliable but are strongly assured by the FCC, EC and E-mark and meet all the international quality standards

### CUSTOMER ORIENTED

We are dedicated in providing first class customer services to our clients. Our trained call center staff is available 24/7 to provide quality services.

### RESEARCH & DEVELOPMENT

Our development team specializes in the area of designing, testing and evaluation of products as well as development of new product lines as per the market requirements.

### INSURANCE APPROVALS

**AUTOTRACK™** system and infrastructure is receiving thumbs up response from all the major insurance and leasing companies.

The screenshot displays the AUTOTRACK™ software interface. At the top, there is a red header bar with the text "LOCATION" and a search icon. Below this, there is a section for "Object List" with a dropdown menu set to "Select All" and three buttons: "Track", "Get Location", and "Kill Process". A search bar labeled "Object" is positioned below the buttons. On the left side, there is a green sidebar titled "OBJECT LIST(510)" containing a table of "Object Location Data". The main area of the interface is a "LOCATION MAP" showing a map of Karachi, Pakistan, with numerous blue and green vehicle icons scattered across the city. The map includes labels for various areas like Gadap Town, New Karachi, Gulshan-e-Maymar, and Malir Cantonment. At the bottom of the map, there is a Google logo and copyright information for 2014.

Object ID	Location Data
ALL-194	2/12/2014 3:07:39 PM
LEH-2182	2/12/2014 7:09:04 PM
LEH-2213	2/12/2014 7:09:21 PM
AFR-2563	2/12/2014 4:29:14 PM
ATN-279	2/12/2014 7:01:36 PM
LEE-7949	2/12/2014 4:13:52 PM
YU-968	2/5/2014 1:46:34 PM
AFR-2424	2/12/2014 3:14:15 PM
XT-007-testing	12/10/2013 1:53:29 PM

# AUTOTRACK™

## Monitoring & Operations

To give our clients peace of mind, our state of the art monitoring system operates 24 hours a day, seven days a week. Triple redundancy (three backup) systems at each our control center, including primary system, backup system and Disaster Recovery Center, provide failsafe protection along with dedicated monitoring of each and every activity. Our 10,000-square-foot facility features dual backup generators and fully redundant IBM computers. It is virtually impossible for local home security companies to match this fast, reliable information technology. Along with the latest AT&T equipment and the world's preeminent monitoring software, our advanced monitoring technology routes your call through Automatic Numbering Identification (ANI) to the appropriate operations center.



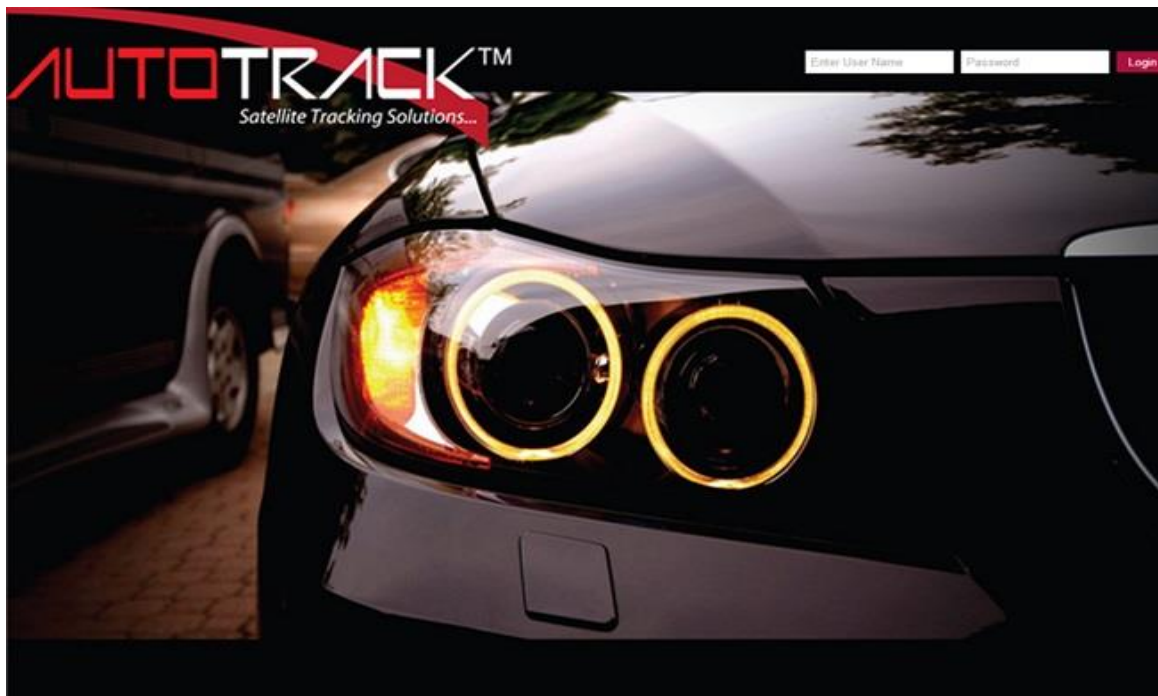


# AUTOTRACK™

## Web Tracking

The **AUTOTRACK™** web tracking system, is the only system in Pakistan, providing **instant location** feature on the web. It is ideal for companies who do not require a standalone system but are seeking a secure and cost effective method of tracking and locating their vehicles. You simply have to install the number of units you require. We provide you with User ID & passwords to log onto our secure Internet site. The customer can access it from anywhere in the world with an Internet connection! You have global access to your vehicle's location 24/7!

- A user-friendly Internet system that can be accessed from any computer connected to the Internet using our web applications.
- Two-way communications between your dispatcher and driver brings you one step closer to your fleet.
- Locate your entire fleet on the fly using street level mapping.
- Single and multiple real-time tracking of vehicle's speed and direction.
- Historical reports from your vehicle's recent (or past month if you wish) along with custom reports you design to help you handle your vehicle management and scheduling needs
- Graphical displays of your data
- System usage reports and billing information Dispatcher and repair teams can pinpoint vehicles and drivers requiring assistance allowing quick and efficient response
- Increase customer response times by sending the closest vehicle in real-time



# AUTOTRACK™

## Recovery

Fast and efficient recovery services in minimum response time is our main concern for which qualified and experienced team has been designated to ensure safety and hassle free recovery round the clock. We work in close collaboration with Anti car lifting unit, madadgar 15 and other concern authorities such as Cplc. Our security response teams are available at our dedicated check points through out the city to provide immediate response and assistance to our valued customers. Strict standard operating procedures are followed to train the staff and service the customer.



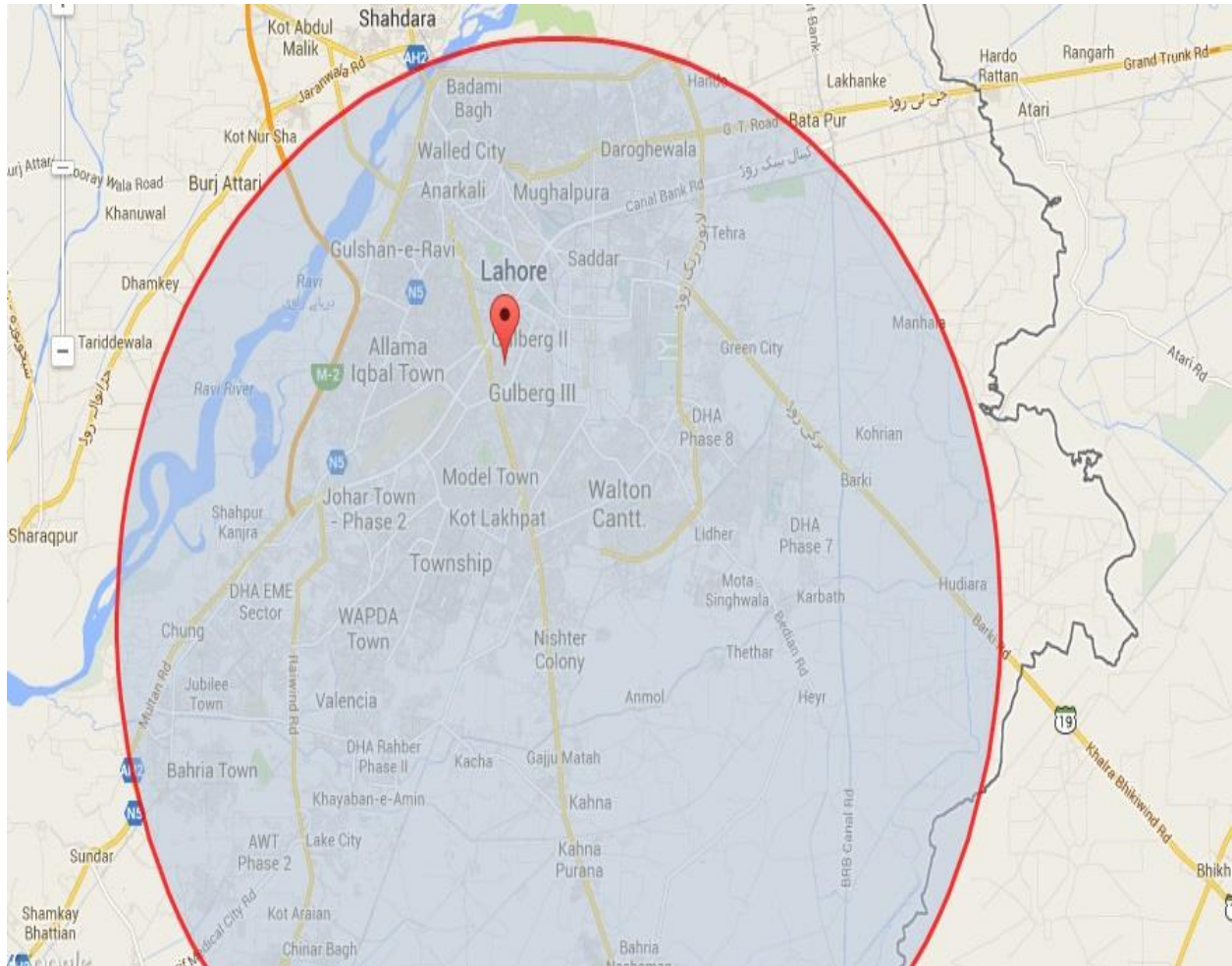
## Voice Communication

The **AUTOTRACK™** system comes with voice communication; it provides a clear voice signal to the hands-free mobile phone and allows all passengers to participate in the hands-free call. This is a great feature to attend or monitor voice activities inside the vehicle.

- Enhanced passenger to passenger communication
- All passengers participate in hands-free phone calls.
- Clear voice for mobile phone
- Voice messages in the vehicle
- Gateway to voice recognition/commands systems
- Improved passenger comfort and safety
- Designed for all vehicles – works great in luxury cars, vans and sport utility vehicles.

## Geo-fencing

AUTOTRACK™ geo fence allows a customer to define a virtual geographical area to ensure vehicles do not go outside or into a pre-determined area. If a designated boundary is crossed, the customer will receive a notification or alert that can be delivered via email or text. Geo fencing provides greater control for people who are tracking vehicles. Whether there is a specific route or areas that are "off limits" for safety purposes, Geo fencing provides peace-of-mind that the vehicles tracked are where they should be at all times.





# AUTOTRACK™

## Fleet Management

AUTOTRACK™ is a leading Fleet management solution provider with the latest, highly developed Technology and Systems to cost effectively provide a solution that exceeds your needs. Our flagship product is exclusively designed for time-conscious fleet managers and business owners concerned about reducing fleet expenses while increasing productivity. The AUTOTRACK™ fleet system connects mobile assets into a company's existing infrastructure with complete integration of our tracking system into a company's existing operations. AUTOTRACK™ fleet management solutions are ideal for service based industries, logistics and transport, municipalities, couriers and marine.



Features	Benefits
Monitor From Anywhere	Track your vehicle from any PC or Mac connected to the Internet
Voice Communication	You can dial your vehicle and listen or you can even speak to the driver on board by using 2 way service option
Locate Vehicles at Any Time	AUTOTRACK™ GPS tracking service allows you to see all of your vehicles on a single map
Unauthorized Moment Alert	Receive an alert to your cell phone when your vehicle is moved during unauthorized times that you set.
Quick Reports	Easily pull reports of your tracking data directly from the GPS tracking Control Panel and export to Excel or Print
Track Vehicle Routes	See where your vehicle traveled over the last 14 days.
Monitor Driving Habits	Use AUTOTRACK™ GPS tracking service to see the speeds your vehicle is traveling, where it stopped, and how long it stayed.
Vehicle Alerts	Automated alerts sent to you via email or text message allow you to monitor your vehicle while away from your computer
Custom Speed Limits	Allows you to set a speed limit and receive alerts when the limit is exceeded
Geographical Boundaries	Use AUTOTRACK™ to know when your vehicle enters or exits certain areas that you designate (Geo-Fences)
Vehicle Recovery	The AUTOTRACK™ tracking device installs covertly in each vehicle and online GPS tracking allows you to alert police of the vehicle's location in the event of theft

## Pricing and Products

	BASIC	BASIC PLUS	ADVANCE
GPS/GSM/GPRS Technology	✓	✓	✓
Geo Fencing	✓	✓	✓
Snatch / Theft Recovery	✓	✓	✓
24 Hour Location Via Call Centre	✓	✓	✓
Speed		✓	✓
Battery Tamper Alert	✓	✓	✓
Web Tracking		✓	✓
Immobilization	✓	✓	✓
Location Via Sms			✓
Password Protected	✓	✓	✓
Parking Protection			✓
Movement Reports / History		✓	✓
Instant Theft Alerts			✓
Anti jamming built-in device	✓	✓	✓
Vehicle Status Check			✓
Over Speeding Alert			✓
Voice Communication / Monitoring	Optional	Optional	Optional
24 Hour Technical Support	✓	✓	✓
First Time Cost Including Taxes & Monitoring	<b>38,000</b>	<b>45,000</b>	<b>55,000</b>
Yearly Monitoring	11,000	12,000	13,000
GSM Transmitter (Optional)	7000	7000	7000

## Key Management

Muhammad Asghar	Chairman
Farhan Asghar	Director
Rizwan Asghar	Director
Syed Furqan A Naqvi	G.M Corporate Sales
Captain M Riaz Shahid	G.M Administration
Mohsin Naqvi (Sindh)	G.M Recovery & Securities
Faisal Shah (Punjab)	G.M Recovery & Securities
Mark Anthony	Manager Operations
Umair Yousuf	I.T Coordinator
Abdul Qayum	Research & Development
Mujahid Mustafa	Manager Finance
Tahira Afshan	Manager Customer Services
Noman Shaukat	Manager Inventory
Lubna Anwar	Manager Insurance

## Marketing Campaigner

### **Nimra Associates**



# AUTOTRACK™

Our Executive Clientele







Bank Alfalah



**AUTO**TRACK™



**FAYSAL BANK**



**Meezan Bank**  
The Premier Islamic Bank



**Bank AL Habib Limited**  
Rishta Bharosay ka



**CENTURY INSURANCE**  
Promises you peace of mind



## Our Communication Partners



Technology

History

The Global Positioning System (GPS) is a constellation of 24 active satellites and 3 additional backup satellites. The GPS system was developed and implemented by the United States Air Force (USAF) for operational reasons, and has since become extensively adopted for individuals in the pursuit of outdoor recreation, personal vehicle navigation, and a vast array of commercial tracking, mapping, and reporting applications.

## Principles

GPS works on the basic principle of triangulation (determining position by calculating the angles from which multiple signals have arrived). The GPS satellites constantly send signals down to the earth, which are received and processed by the GPS receiver, extracting latitude, longitude, altitude, direction of travel, instantaneous speed, time of day, and a list of the satellite signals received. In order to acquire location accurately, it is necessary to “see” signals from at least four satellites, although it is highly beneficial to see more than the minimum. A properly mounted GPS receiver with an unencumbered view of the horizon in all directions may see up to 12 different signals, although on normal terrain it is more common to receive signals from 6-8 satellites.

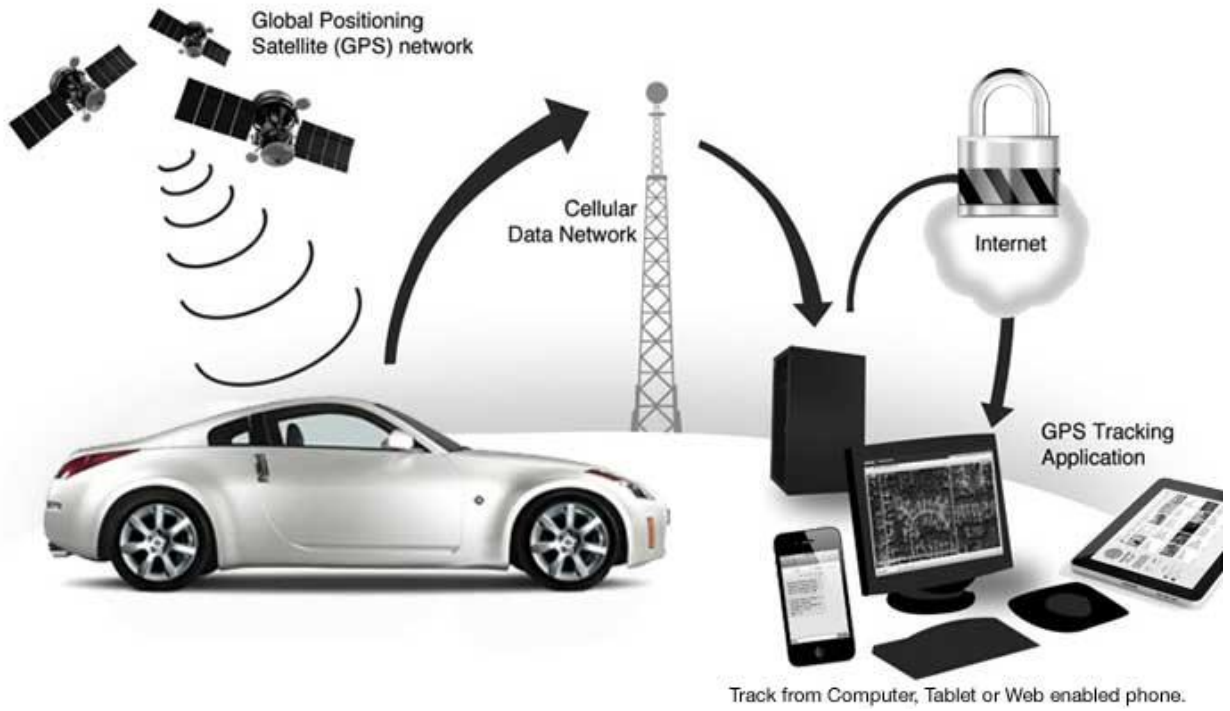
## Limitations

To derive the maximum benefit from GPS tracking data, it is important to note the shortcomings of the technology. First of all, GPS signals can not penetrate dense solids such as metal and wood, so indoor use is not practical. Furthermore, due to the very low signal levels received on earth, GPS receiver units are often unable to acquire a good reading when shielded by dense foliage. For this reason, it is important to mount the GPS receiver in a location where it has the best visibility of the sky, normally on the roof of the vehicle to be tracked.

## Applications

The adoption of GPS tracking solutions has become widespread in recent times, as fuel prices and other operating costs have soared. Using AUTOTRACK™, 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.

# AUTOTRACK™



## Technical Summary

**CUSTOMER SERVICES**

Object  Object

[Get Location](#) [Release Engine](#) [Kill Engine](#) [View In Google Earth](#) [View on Map](#)  [Send](#)

Refresh Timer (30 se) ▼

[Location On Map](#) [Information](#) [Scheduler](#) [Schedule Log](#) [Alert](#) [CRO Log](#) [Activity](#) [Complains](#)

Location On Map

The screenshot shows a web-based tracking interface. At the top, there is a blue header with the text "CUSTOMER SERVICES". Below the header, there are two input fields for "Object" and a dropdown menu set to "Select Any". A row of buttons includes "Get Location", "Release Engine", "Kill Engine", "View In Google Earth", "View on Map", a text input field "Type Command here.", and a "Send" button. Below this is a "Refresh Timer (30 se)" dropdown. A horizontal menu contains several tabs: "Location On Map" (highlighted), "Information", "Scheduler", "Schedule Log", "Alert", "CRO Log", "Activity", and "Complains". The main content area displays a map titled "Location On Map" showing a city area with various districts and roads labeled, including "Hub", "Gadap Town", "New Karachi", "North Karachi", "Orangi Town", "Malir", and "Karachi". The map includes navigation controls and a legend for "Map" and "Satellite" views.



