



fresh | IN TRANSIT™



Reduce Risk. Lower Costs.

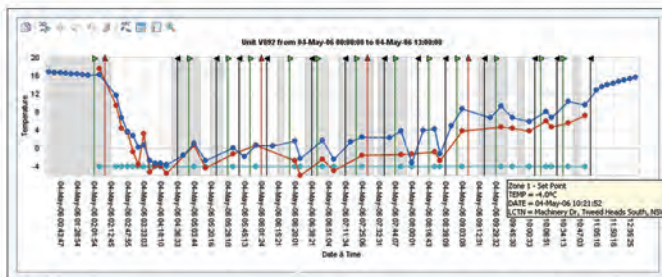
Increase Service with CoolTrax.

- ✓ **APPROVED FRIDGE INTERFACE**
CoolTrax approved Carrier and Thermo King interface delivers you real-time information from the refrigeration unit without affecting your warranty.
- ✓ **AVOID COSTLY TEMPERATURE FAILURES**
CoolTrax new generation wireless system reports temperatures from tags located within the trailer and load in real-time and notifies you of breaches before damage is done to your customers goods – be pro-active and act before its too late!
- ✓ **AVOID “NO SHOWS” FOR TIME SLOTS**
CoolTrax real-time tracking and our accurate Geofence reporting and notifications can assist you to predict whether an asset is likely to meet the scheduled delivery slot or not.
- ✓ **QUALITY OF SERVICE GUARANTEE**
CoolTrax provides you with irrefutable data to back your service guarantee to your customers. This data can be easily shared with your customers and suppliers.
- ✓ **AUSTRALIAN MADE AND DESIGNED**
The Fresh In Transit hardware and software is designed and manufactured by CoolTrax ensuring flexibility and ease of customization to meet your unique business needs along with local support.
- ✓ **ENHANCED MAPPING AND GEOFENCES**
The Fresh In Transit Digital Mapping Service utilizes the latest Virtual Earth Map Service from Microsoft® featuring hybrid road and satellite images to support accurate Geofencing and the ability to overlay detailed asset related data to provide an intuitive and enhanced application.
- ✓ **REDUCE THEFT AND SHRINKAGE**
CoolTrax wireless door tags can be installed in minutes to report and notify on door open and close events.

Know the temperature of your refrigerated trailer and its location in real-time, from anywhere in the world, 24/7.

The screenshot displays a software interface with a map on the left and a data panel on the right. The map shows a residential area with streets like 'Sullivan Ct' and 'Coburn Ct'. The data panel includes the following information:

- Location:** 01-Aug-07, 16:21 AEST
- ADDRESS:** Frederick Rd, West Lakes, SA 5021
- Fridge:** 01-Aug-07, 16:21 AEST
- FRIDGE:** Thermo King
- MODEL:** Spectrum
- MODE:** On
- Temperature:** 01-Aug-07, 16:21 AEST
- SENSOR:** Front
- LIMITS:** -3°C TO 5°C
- TEMPERATURE:** 2.7°C
- SEND AIR:** 1.5°C
- RETURN AIR:** 2.4°C
- SET POINT:** 1°C
- SENSOR:** Rear
- LIMITS:** -3°C TO 5°C
- TEMPERATURE:** 5.8°C
- SEND AIR:** 1.5°C
- RETURN AIR:** 2.4°C
- SET POINT:** 1°C



Link your drivers, prime movers and trailers through Fresh In Transit new generation wireless enhanced system. The hardware can be installed in either the Prime Mover or the Trailer to suit your requirements.



COOLTRAX

Monitoring What's Cool The World Over

www.cooltrax.com



fresh | IN TRANSIT™

Monitoring What's Cool the World Over

Thermo King and Carrier Fridge Interface

- Send and return air temperatures
- Fridge unit set point temperature
- Multi-Zone Support for all Parameters
- Fridge On and Off events
- Fridge generated alarms
- Fridge Operating Modes
- Low fuel and battery voltage alarms
- Fridge unit operating hours
- Fridge engine hours

All data is time stamped and tied to the location of the unit when the event occurred

Save \$\$\$ - Lower Premiums, Reduce Your Temperature Related Claims

With real-time notifications of trailer temperature, load temperature and fridge parameters (eg. set point, return air temperature).

Be Pro-active - Act before it's TOO LATE!

CoolTrax provides the opportunity to take corrective action before damage to your customer's valuable load is incurred.

Reduce Rejected Loads due to late Delivery

Advanced Geofence Reporting and Notification features allow you to identify potential in-transit delays and forewarn the receiver to arrange new delivery slots.

Support your KPI Reporting and COR Requirements with "Accurate Real Data"

Electronic Records validate your arrival times at key customer locations and Demurrage Reports identify non-compliance with Chain of Responsibility Standards.

Reduce Claims due to "Lost Assets"

The CoolTrax enhanced GPS Mapping Application will allow you to display any asset's location in real-time along with its temperature and fridge status. Speak to your insurer about reduced risk and lower premiums!

Is the Prime Mover towing the right Trailer and going to the right destination?

Using CoolTrax new generation wireless system the Fresh In Transit Service can report and validate Prime Mover connections to single or B-Double Trailer sets and display them as a unit.

Manage your Driver Performance with Route based Reporting

CoolTrax confirms that your asset is travelling on the right route and displays any divergence that may have occurred. Trip reports confirm journey times and speed details.

Identify "Hot Loads"

Reduce load rejections that are caused by supplier "hot loads" with CoolTrax wireless temperature tags.

Optimize your Asset Maintenance Plans

Feed service related data such as fridge hours, fridge alarm codes, Kms travelled into your Maintenance Application to automate your service plans.

Integrate with your Transport Management Software and other Back-end Applications

CoolTrax is experienced in developing web services, software interfaces, gateways and data exchange models between software systems.



Lower Costs | Increase Efficiency | Reduce Risk | Enhance Operations

CoolTrax is your one stop shop providing single point access to all your cross-fleet applications via its new generation wireless system.

Address: Australian Office
138B Thistlethwaite Street
South Melbourne VIC 3205
Australia

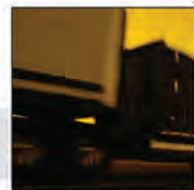
Phone: +61 3 9686 6011
Facsimile: +61 3 9686 9022
Web: www.cooltrax.com

US Office
2525 Drane Field Road, Suite 8
Lakeland, FL 33811-1344
United States

1-888 324 9273
(863) 248 4947



Powered by



www.cooltrax.com