

# ALK Technologies Winner of FleetCenter Integrates with CoPilot Live

Navteq, one of the global providers of digital map data for vehicle navigation and location-based solutions, recently announced the winners of the Navteq Global LBS Challenge. This global program challenged application developers to build innovative location-based services (LBS) that work with mobile phones or wireless handheld devices using dynamic positioning technology and Navteq maps.

By Robin Wevers

Executives from wireless carriers, hardware and device manufacturers, venture capitalists and other influential players in the wireless industry served as the official judges and completed the judging in February during 3GSM World Congress in Barcelona. The judges based their final decisions on its commercial viability, unique functionality, and ease-of-use. Overall, out of 141 registration applications from 23 European countries Fleetcenter was judged to have the superior solution when these parameters were aggregated.

## CoPilot Live FleetCenter

FleetCenter integrates with CoPilot Live to provide integrated satellite navigation, tracking and fleet control using connected Windows Mobile-based devices. FleetCenter is developed in partnership with organizations that are already deploying the solutions. The products combine to provide businesses of all sizes with a combination of commercial grade GPS navigation, real-time asset location-tracking, fleet optimization and management. Vehicle location data and other information is reported to FleetCenter via a mobile Internet connection, providing visibility of the locations of mobile assets in real-time. Fleet managers can monitor particular groups of vehicles and filter by group, status or estimated time of arrival. FleetCenter integrates with ALK's CoPilot Live 6 navigation, that turns Windows Mobile-based phones, Pocket PCs and Symbian-based phones into portable satellite navigation systems, complete with turn-by-turn voice guidance, address input and street maps. CoPilot Live incorporates real-time services as standard and makes use of Internet-connected phones to combine navigation with location-specific information. In Germany the Bavarian Red Cross are deploying mobile devices equipped with CoPilot and will be using FleetCenter to manage vehicles at the 2006 World Cup.



## The Award

The Navteq Global LBS Challenge was created to drive growth in the LBS industry by bringing together the key players in the LBS-wireless value chain. The Global LBS The Challenge awarded a grand-prize winner and category

winners. The grand prize winner was ALK Technologies, that developed CoPilot Live FleetCenter, a fleet-tracking, messaging, reporting and optimization application, which integrates with the CoPilot Live mobile navigation solution to enable real time asset visibility.

## ALK Technologies

The builders of FleetCenter, ALK Technologies, were founded in 1979 with headquarters in Princeton, New Jersey. The company develops solutions for corporate and consumer customers globally. ALK's CoPilot Live mobile GPS navigation solutions are available in Europe, North America and Australia as retail-branded products and as the basis for OEM navigation

# Navteq Global LBS Challenge

systems. The company's PC\*MILER routing, mapping and fleet management solutions are used by over 22 thousand transportation, logistics and manufacturing companies worldwide. ALK's European operations are headquartered in Central London, with further offices in Germany and France. In total the company has over 120 employees.

## The Future of LBS

David Quin, Marketing Director of ALK Technologies Ltd. has high expectations of the LBS-market: "The integration of navigation with real-time tracking and fleet management is a functionality that I believe is going to make fleet management accessible to businesses of all sizes. It is a massive growth area." He also says: "Integrated live services, for example real-time traffic information, and the ability to import databases and POI information relevant to your location or your route will become increasingly sophisticated and more accessible. As the quality and variety of content increases rapidly, location-specific content will become more compelling for users. Furthermore the increased variety of mobile devices with integrated GPS and high-speed mobile web connectivity mean that connected GPS navigation solutions will become ubiquitous for consumers and businesses." Jennifer Fondrevay, Marketing Communications Director of Navteq Europe, expresses similar views: "The most important thing that is both happening and on the horizon is the integration of GPS chips into handsets. Operators in North America, South America and Asia have made the first move and are now beginning to launch services based on dynamic location in earnest. On the GSM side, we are seeing and hearing about the next generation of phones on broadband networks (UMTS and W-CDMA) also expected to include this integration. Cumulatively, it is creating a baseline and critical mass of location-ready devices and application developers are emerging to provide the requisite solutions that will increase the data services for the wireless operators."

## Location Enabled Services

Fondrevay continues: "Navteq believes that the initial market emphasis will be turn by turn navigation solutions because consumers inherently recognize the value of getting from here to there. Eventually, the focus will turn to



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horizontal services for which location will be the enabler and not necessarily the vertical service itself, like navigation." Fondrevay prefers to talk about location-enabled services instead of LBS: "Navigation will continue to be a part of the service offer, however, because even as you are becoming location-aware of the things, place and even people around you, you will always want to have at least the option to find your way "there". This is fundamentally why we believe the term LBS is a misnomer. The more descriptive term is location-enabled services because there are very few services for which integration of location does not create incremental value but also very few services whose core value proposition is location. The term LBS is a bit narrow in scope and potentially minimizes the role location plays; location enabled services better reflects the future role location devices can play in people's lives."

## Navteq Strategy

Navteq wants to continue to "push the market" to embrace location as a core, lifestyle enhancing enabler. Their nominal role in the

value chain is of content provider at the beginning of the value chain but they have developed relationships across the value chain. Fondrevay: "We have relationships with every segment in the wireless services value chain and this helps us to be more effective in evangelizing location. The Global LBS Challenge is one of the vehicles that we are leveraging to help move this along." The challenge, launched in 2003, is intended to stimulate the development of location-enabled applications in the wireless space. It drives new application development while surfacing developer talent and raising the quality bar. Navteq believes the challenge stimulates location awareness and it brings LBS applications to the forefront.

## Location Based Information

What makes location-based information so important according to Navteq? Fondrevay's view: "Location-based information and mobility is the perfect marriage of technology and utility. End users are placed in the position of not only being able to make decisions based on where they are or things around them are but also to modify and make new decisions or even extend the decision in real time. Location and mobility are perfectly aligned, mobility providing the need for real time decisions and the location enabling these decisions to be geographically relevant." Quin's view on LBS: "Location based and route-specific information is becoming accessible and meaningful enough to genuinely help businesses and consumers make informed decisions when travelling. Businesses will be able to achieve greater efficiency through being able to control their mobile team remotely and through fleet optimization. Consumers will have easy access to location-specific information when in an unfamiliar place or to avoid delays. Simply put, location based information fully integrated with navigation makes being mobile easier."

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