

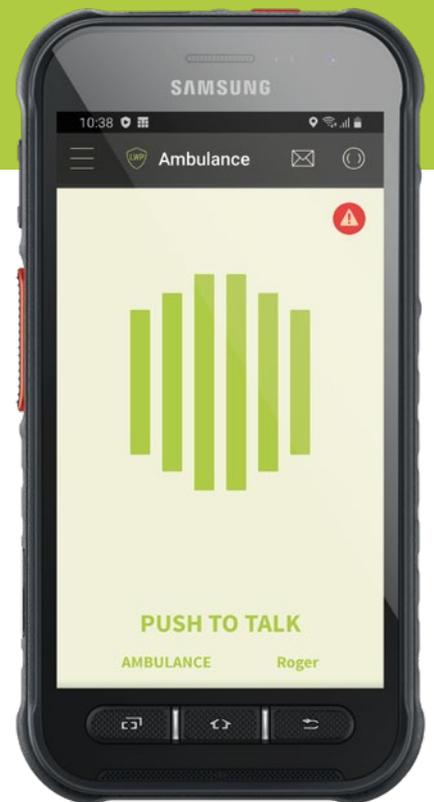


## ON-TIME AND TRACKABLE TAXI DRIVERS WITH TASSTA

### DEPLOYS TASSTA

Taxi companies are usually looking for ways to expand, which typically, includes buying more vehicles and employing more drivers. A critical component to the industry is the need to have a better communication system that permits the drivers and the central office to connect, dispatch orders and track vehicles and their routes. Moreover, making sure the communication system is state-of-the-art and continues to evolve to meet the needs of the industry and its passengers is an ongoing concern.

TASSTA's solution is ideal for the Taxi industry and provides a number of necessary features like Push-to-Talk (PTT) between drivers and dispatch, GPS tracking and emergency alerting.



## MARKET CHALLENGES

GPS positioning is obviously a critical feature for the taxi industry. It allows drivers to locate passenger pick-up locations quickly, and it gives passengers an accurate estimate of the driver's arrival time. Additionally, taxi companies need an effective and reliable communication system that allows them to contact dispatch immediately. They look for systems that provide multiple levels of reliability so that communications can be maintained under all conditions.

Dispatch plays a very important role by controlling all the routes of the taxi drivers and coordinating pick up times and locations. TASSTA's solution facilitates several operational efficiencies for this industry.

## SOLUTION

TASSTA's solution offers several and unique features to the taxi industry. The T.Rodon application, in conjunction with the T.Flex client, is a full-featured dispatch, command and control center. It can transmit Push-to-Talk (PTT) group and individual communication, messages and data, create and track tasks, provide voice recording and monitoring with GPS in addition to handling the operational details of each company.

TASSTA'S T.Flex solution enables all drivers to stay in contact with each other while T.Rodon controls all activities from the T.Flex user base. Because T.Flex can run on any Android or iOS device, there is no need to purchase additional radio or communication devices.

There are a number of additional emergency features that TASSTA's products provide that assist the industry. Alarms can be sent if there is any impact detection or vehicle accident, or if there is no driver movement for some period of time. The T.Flex client will automatically send alarms to the Dispatch Control Center, which can then respond appropriately. With GPS tracking enabled, dispatch can immediately locate the driver and vehicle and send for assistance. The GPS data is also stored on the TASSTA server, so that route history can be used as part of any accident investigation.

TASSTA's communication solution is specifically designed for demanding industries like taxi and is fully capable of providing features like group and individual calls, messaging or data exchange, remote microphone and camera control, as well as impact detection in case of an accident, all within the same system. TASSTA's

Using TASSTA's T.Rodon, the taxi can broadcast the GPS coordinates of destination points to all the taxis registered and active on the system. The system can be managed by TASSTA's integrated T.Flex and T.Rodon Solutions with drivers' smartphones outfitted with a hidden security button that when pushed will immediately contact dispatch. TASSTA's Dispatcher can then use the remote-control microphone feature to hear the sound coming from the driver's smartphone. In addition, dispatch can take control of the phone and have it take pictures of the vehicle to determine the nature of the emergency. Audio and video feeds from the vehicle to the dispatcher allow for improved security and safety.



solution has many additional technical features that have made it the preferred world-wide solution in the Push-to-Talk (PTT) market.

TASSTA's T.Flex and T.Rodon together deliver advanced communication capabilities to allow all taxi staff to instantly communicate via Push-to-Talk (PTT) and to provide an emergency alerting system in case of an incident. At its simplest, T.Flex can be configured so that when an "Emergency" button is pushed it will send an alert to the center station running the T.Flex on either another smartphone, tablet or personal computer or alternatively to T.Rodon running on a personal computer.

TASSTA's T.Flex and T.Rodon are ideal for the unique and challenging communication needs of any Taxi Company. TASSTA turns smartphones into virtual radios with order dispatching ability and allows for a host of advanced, yet simple to configure, emergency and communication features.