



www.mobiletrace.com



HARDWARE & FEATURE TRAINING

Hardware & Technology

- Vehicle Locating & Tracking
- Intelligent Motion-based Reporting
- On-board Geo-Fencing
- Low Battery Message
- Expanded Auto Tracking
- On-demand Position Reporting
- Speed Threshold
- Heartbeat Message
- Advanced In-Building Performance
- Internal Battery Backup
- Lot Protection / Dealer Mode
- Scheduled Hours of Operation
- Group Commands
- Multiple Outputs and Inputs
- Quick Connect Automotive Harness
- Over-the Air Programmability
- State-of-the-Art GPS Chipset Technology

Hardware & Technology

Mobiletrace™ delivers a robust mobile security and management solution for car owners.
Mobiletrace™ is more than simply a theft recovery tool...

Feature / Attribute	Benefit
On-demand location	➤ Allows consumers the ability to locate their vehicle at any time – not solely when it has been stolen
Advanced motion filtering algorithms	➤ Provides state-of-the-art motion detection and interpretation for accurate alarms
Highly durable, water-resistant housing	➤ Unit can be placed virtually anywhere inside the vehicle
Integrated GPS receiver and GSM modem	➤ Works well in areas where conventional GPS connectivity isn't possible
Nationwide wireless coverage	➤ Proven GSM digital network with ubiquitous coverage throughout North America
Reports and commands are sent as SMS (short message service) messages	➤ Network provides a low-cost transmission architecture and power conservation for optimized battery life
User friendly and secure Web access	➤ Provides the user easy access to critical vehicle information from anywhere Internet access is available
24/7 customer care support	➤ Support provided 24/7/365 to ensure optimum user experience and device functionality

Features & Web Services

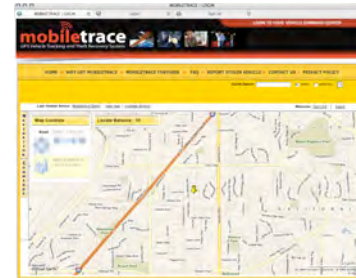
Web Features

- *Locate*
- *Disable Starter*
- *Door Unlock*
- *Auto Tracking*
- *Speed Trap*
- *Geo-Fence*
- *Curfew*

Web Mapping

- *Powered by Microsoft Virtual Earth*
- *Aerial, Satellite & Bird's Eye View*
- *Multiple View Points*
- *Easy to Use*

Street Map View



Satellite View



Birds-Eye View



Simple to Use Feature Navigation

The screenshot displays the Mobiletrace web interface. At the top, the logo reads "mobiletrace GPS Vehicle Tracking and Theft Recovery System" with a satellite icon. To the right, it says "Welcome To Your Vehicle Command Center". Below the logo is a navigation menu with links: HOME :: WHY GET MOBILETRACE :: MOBILETRACE FEATURES :: FAQ :: REPORT STOLEN VEHICLE :: CONTACT US :: PRIVACY POLICY. A search bar is present with the text "Quick Search" and options for "name" and "serial no.". Below the search bar, it says "Last viewed device: Mobiletrace Demo" with links for "view map" and "(change device)". On the right, it says "Welcome Test Unit" and "logout".

On the left side, there is a vertical "NAVIGATION COMMANDS" menu. A large orange arrow points from this menu towards the "Locate Balance: 56" box on the map. The menu items are: Request Locate, Disable Starter, Door Unlock, Remote Start, Auto Tracking, Speed Trap, Geo-Fence, advanced commands, GROUP COMMANDS, SET 'Night Owl', and CLEAR ALERTS.

The main area is a map showing a street grid in California. A red line indicates a vehicle's path. A yellow pushpin is placed on the map. The map includes labels for "Maidu Regional Park", "Westwood Park", "Rusch Park", and "Madera Park". The word "CALIFORNIA" is written across the map. The map also shows various street names and landmarks like "McDonald's".

Map Views (Road)

The screenshot displays the mobiletrace website interface. At the top, the logo "mobiletrace" is shown with the tagline "GPS Vehicle Tracking and Theft Recovery System". To the right, it says "Welcome To Your Vehicle Command Center". Below this is a navigation menu with links: HOME, WHY GET MOBILETRACE, MOBILETRACE FEATURES, FAQ, REPORT STOLEN VEHICLE, CONTACT US, and PRIVACY POLICY. A search bar is present with options for "name" and "serial no.". The main content area shows a map of a residential area with a yellow pushpin. The map is titled "Last viewed device: Kristen's 2004 Infiniti G35" and includes a "view map" link and a "(change device)" link. On the left, a vertical sidebar labeled "NAVIGATION COMMANDS" contains a "Map Controls" panel with options for "Road", "Aerial", and "Bird's eye". The "Road" view is selected. A "Locate Balance: 98" box is also visible. The map shows streets such as Educational Park Dr, Las Plumas Ave, and Overfelt Gardens. The bottom of the map includes a scale bar for 300 yds and copyright information for Microsoft Virtual Earth.

Map Views (Aerial)

mobiletrace
GPS Vehicle Tracking and Theft Recovery System

Welcome To Your Vehicle Command Center

HOME :: WHY GET MOBILETRACE :: MOBILETRACE FEATURES :: FAQ :: REPORT STOLEN VEHICLE :: CONTACT US :: PRIVACY POLICY

Quick Search name serial no.

Last viewed device: [Kristen's 2004 Infiniti G35](#) [view map](#) | [\(change device\)](#) Welcome [Kristen Arnold](#) | [logout](#)

NAVIGATION COMMANDS

Map Controls

Road **Aerial** Bird's eye

Show labels

See this location in bird's eye view.

Locate Balance: 98

San Jose

Microsoft Virtual Earth™

150 yds

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© AMD Image courtesy of USGS

Map Views (Birds Eye North)

The screenshot displays the MobileTrace web application interface. At the top, the MobileTrace logo is accompanied by the tagline "GPS Vehicle Tracking and Theft Recovery System" and a navigation bar with links: HOME, WHY GET MOBILETRACE, MOBILETRACE FEATURES, FAQ, REPORT STOLEN VEHICLE, CONTACT US, and PRIVACY POLICY. A search bar is present with a "Quick Search" label and radio buttons for "name" and "serial no.". Below the navigation bar, the user is logged in as "Kristen Arnold" with a "logout" link. The main content area shows a "Last viewed device: Kristen's 2004 Infiniti G35" with links to "view map" and "(change device)". A "Locate Balance: 98" box is visible. The map itself is a bird's eye view of a large industrial or commercial building complex with a parking lot. A yellow pushpin is placed on the map. On the left side, a "NAVIGATION COMMANDS" sidebar is open, showing "Map Controls" with options for "Road", "Aerial", and "Bird's eye". The "Bird's eye" option is selected, and a grid of map thumbnails is displayed below it. The bottom of the map area includes the "Microsoft Virtual Earth" logo and copyright information for 2005 Microsoft Corporation and 2005 Pizzanetti International Corp. A scale bar indicates "25 yds".

Map Views (Birds Eye East) *West and South Views are also available*

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Location History Mapping

mobiletrace
GPS Vehicle Tracking and Theft Recovery System

Welcome To Your Vehicle Command Center

HOME :: WHY GET MOBILETRACE :: MOBILETRACE FEATURES :: FAQ :: REPORT STOLEN VEHICLE :: CONTACT US :: PRIVACY POLICY

Quick Search name serial no.

Last viewed device: [Kristen's 2004 Infiniti G35](#) [view map](#) | [\(change device\)](#) Welcome [Kristen Arnold](#) | [logout](#)

NAVIGATION

HISTORY

SETTINGS

	Date	Speed	Heading	Address
1	08/21/2007 12:11:02 PM	0	NONE	315 Kiely Blvd, San Jose, CA 95129
2	08/20/2007 07:38:41 PM	0	NONE	850 Service St, San Jose, CA 95112
3	08/20/2007 05:58:50 PM	0	NONE	850 Service St, San Jose, CA 95112
4	08/18/2007 06:22:03 PM	0	NONE	1191 Kimberly Ct, Roseville, CA 95661
5	08/17/2007 04:10:32 PM	0	NONE	1191 Kimberly Ct, Roseville, CA 95661
6	08/17/2007 10:24:26 AM	0	NONE	2771 Auto Mall Pkwy, Fairfield, CA 94533
7	08/14/2007 08:02:27 AM	0	NONE	610 Giguere Ct, San Jose, CA 95133
8	08/14/2007 07:20:28 AM	75	South	I-680, Pleasanton, CA 94588
9	08/13/2007 06:56:27 AM	69	South-East	I-680, Pleasanton, CA 94588

Geo-Fence Feature & Settings

The screenshot displays the Mobiletrace web application interface. At the top, the Mobiletrace logo is accompanied by the tagline "GPS Vehicle Tracking and Theft Recovery System" and a navigation menu with links for HOME, WHY GET MOBILETRACE, MOBILETRACE FEATURES, FAQ, REPORT STOLEN VEHICLE, CONTACT US, and PRIVACY POLICY. A search bar is located in the top right corner. The main content area is titled "Setup a Geo-Fence" and includes a "Last viewed device" section with links for "Mobiletrace Demo", "view map", and "(change device)". A "Welcome Test Unit | logout" message is also present. The "Geo-Fence Enforcement" section features a toggle switch set to "OFF". The "Geo-Fence Area" section includes a "Circle within:" label and a dropdown menu currently set to "1 Mile - 1609m", with the text "Radius from the last location" to its right. Below this are "Send Command" and "Cancel" buttons. To the right, the "Geo-Fence Locate usage" section lists two bullet points: "Each Geo-Fence Setup command sent uses 1 locate credit" and "Each alert message (Geo-Fence boundary crossing) uses 1 locate credit". The "Geo-Fence Information" section contains a paragraph explaining that when Geo-Fence is enabled, the vehicle will send an email or text message to advise the user that the Geo-Fence boundary has been crossed.

Night Owl Curfew Feature

mobiletrace
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Last viewed device: [Mobiletrace Demo](#) | [view map](#) | [\(change device\)](#) Welcome [Test Unit](#) | [logout](#)

Setup a NightOwl schedule

Night Owl: Off On

Arm Time (EST)
10 :00 AM PM

Disarm Time (EST)
8 :00 AM PM

First Day of Schedule
Monday

Last Day of Schedule
Friday

All Week

NightOwl Locate usage

- Each NightOwl Setup command sent uses 1 locate credit
- Each alert message (Alarm, Motion or Auto-Track message) uses 1 locate credit

NightOwl Information

- NightOwl allows you to set an alarm schedule for your vehicle.
- NightOwl may be scheduled to start and stop on any selected day and time automatically.
- If your vehicle moves at any time during this schedule, NightOwl will immediately send you an alarm message via text message or email.
- If you activate NightOwl and receive an alarm message your vehicle will automatically go into "Auto-Track" and your vehicle will report its position every two minutes, if the vehicle is moving, until the end of the scheduled period.
- If you do not want your vehicle to report its position every two minutes you must go to the NightOwl setup page and select NightOwl "Off" after you receive the message.
- If you select NightOwl "Off" only alarms that are triggered by the vehicles alarm system, or geofence violations (if set) are sent to you.
- The default setting is NightOwl "OFF".

Speed Trap Settings

The screenshot displays the Mobiletrace website interface. At the top, the logo reads "mobiletrace" with the tagline "GPS Vehicle Tracking and Theft Recovery System". To the right, it says "Welcome To Your Vehicle Command Center". A navigation bar contains links: HOME :: WHY GET MOBILETRACE :: MOBILETRACE FEATURES :: FAQ :: REPORT STOLEN VEHICLE :: CONTACT US :: PRIVACY POLICY. A search bar is labeled "Quick Search" with radio buttons for "name" and "serial no.". Below the navigation, it says "Last viewed device: Mobiletrace Demo" with links for "view map" and "(change device)". On the right, it says "Welcome Test Unit | logout".

Setup a Speed-Trap

Speed-Trap: Off On

Speed Threshold
80 MPH
Your device will automatically send an alert if it exceeds the set speed!

Speed-Trap Locate usage

- Each Speed-Trap Setup command sent uses 1 locate credit
- Each alert message (Speed threshold exceeded) uses 1 locate credit

Speed-Trap Information

Speed-Trap will send an email and or a Text Message to your cell phone when the vehicle exceeds the speed limit you select.

Theft Recovery Assistance

THEFT RECOVERY ASSISTANCE It is a “standard” feature and is good for the entire 60 months of service activation.



TELEPHONE SCRIPT:

You have selected Mobiletrace™ Theft Recovery Assistance service. Please listen to the following carefully. If you have already reported your vehicle stolen to the appropriate authorities and the police have dispatched an officer to assist you, please stay on the line and the next available Theft Recovery Assistance service representative will be with you shortly. However, if you have not reported your vehicle stolen, please hang up and call 9-1-1 now. After you have notified the police, call us back and we will assist you and the authorities with locating your stolen vehicle.

Upgrade Service Plans

Service Plans – A trio of upgrade message plans have been designed for the end-user sized to fit their possible needs.

Standard Service Plan Components:

- Mobiletrace™ GPS is installed by professional technicians.
- The purchaser of a Mobiletrace™ GPS receives 60 months (5 years) of usability and theft recovery services.
- New units are provided with 15 locates or feature commands for the end-user.



We've created service offers to satisfy the Mobiletrace™ GPS customer's need for more messaging (locates) capability.

These messages have been bundled into three convenient groups or "buckets."

The three bundles or plans are named: Silver, Gold, and Platinum.

They are sized and priced to satisfy the needs of the light user to the more frequent or heavy user.

The plans are priced competitively to present the buyer with an excellent value

Upgrade Service Plans

The price for a Service Plan is a one-time charge. The locates are good for the full duration of the 60-month service activation.

Service Plan	Number of Locates Provided	Price
Silver	100	\$ 24.95
Gold	250	\$ 49.95
Platinum	500	\$ 89.95

Silver Service Plan

- ✓ Is not day or time sensitive
- ✓ Has no annual fee

Gold Service Plan

- ✓ Is not day or time sensitive
- ✓ Has no annual fee

Platinum Service Plan

- ✓ Is not day or time sensitive
- ✓ Has no annual fee

Note: The above prices are the cost to the end-user at time of activation of the Mobiletrace unit

Purchase Locate Tokens Online Pricing:

100 Locates - \$34.95

250 Locates - \$69.95

500 Locates - \$129.95

Angel Services - \$59.95 (60 Minutes of Live Agent Assistance)

What the customer will hear calling Mobiletrace

A following call queue has been established to distribute Mobiletrace™ calls.

End-User Calls to activate their unit, they will be directed to the Mobiletrace™ GPS Customer Care Center.

Upon being connected – callers will hear the following greeting and be presented with a simple menu.

“Welcome to Mobiletrace™ GPS customer care. Please listen to the following menu and select the appropriate option”

Using a touchtone keypad:

End User account activations and account servicing, press one (1)

For Dealer Testing, press two (2)

for Angel Services, press three (3)

for Theft Recovery Assistance, press (4)



Competitive Comparisons

FEATURES	MOBILETRACE	LOJACK®	GUIDEPOINT
Service Plan	STANDARD	STANDARD	ETA (GPS1)
GPS Vehicle Locator/Real Time Tracking	YES	NO	YES
Police Notification	YES	YES	YES
Nationwide Coverage	YES	NO	YES
\$1,000 Theft Guarantee	YES	NO	YES (a)
Built-in Motion Sensor	YES	NO	NO (b)
Visual LED Theft Deterrent	NO (g)	NO	YES
Security Fence/GeoFence	YES	NO	YES
Early Theft Warning Notification	YES	NO (h)	YES
Automatic Theft Notification	YES	NO	NO
Remote Door /Lock-Unlock	YES *	NO	YES (c, d)*
Remote Start	YES *	NO	YES (c)
3 Web Map Views (Street, Aerial, Bird's Eye)	YES	NO	NO
Low-Battery Notification	YES	NO	YES (c)
Over-Speed Setting & Notification	YES	NO	NO
Curfew Setting & Notification	YES	NO	NO
Built-in Back Up Battery	YES	NO	NO (f)
E-Call/ Angel Services	YES (e)	NO	YES
PC Tracking Capability	YES	NO	NO (c)
Maintenance Check	YES	NO	YES (e)
Dealer Lot Protection/Group Commands	YES	NO	NO
Product Warranty	3 Years	1 Year	1 Year

(a) 1 Year Theft Guarantee /Renewable for \$99.00 after (1) year, Mobiletrace Guarantee is for a period of 5 Years

(b) Subject to Transfer Fee

(c) Customer must upgrade to annual service plan GPS1+, GPS4 or GPS-PC

(d) Unlock Only

(e) Customer must purchase upgrade service package \$49.95

(f) If the vehicle battery power is removed LoJack or Guidepoint **"WILL NOT"** operate.

(g) Unit can be upgraded with add-on aftermarket remote security system for added protection

(h) Customer must purchase Early Warning Service Package

*To access the remote door lock/unlock, your car must be equipped with power door locks. Remote Start feature requires additional parts and labor

WEB LOCATION PACKAGES			
Guide Point vs. Mobiletrace			
USES	GuidePoint*	Mobiletrace	Savings
10	\$9.99	N/A	\$ -
25	\$21.99	N/A	\$ -
50	\$39.99	N/A	\$ -
100	\$69.99	\$34.95	\$ 35.04
150	\$89.99	N/A	\$ -
250	\$129.99	\$69.95	\$ 60.04
500	\$199.99	\$129.99	\$ 70.00

*The customer must subscribe to annual GPS-PC subscription plan(\$119 per year/150 uses) in order to have access to web commands and online tracking. Mobiletrace Online® is a standard feature that is provided with the purchase of a Mobiletrace

Service Plans & System Coverage

Mobiletrace™ GPS delivers outstanding performance for a reasonable cost.

Plan Information	
Intended Market	Consumers – vehicle owners
Required Equipment	Mobiletrace™ GPS MT515 Vehicle equipped door lock / unlock Vehicle equipped starter interrupt
Service Plans*	Silver: \$24.95 for 100 locates Gold: \$49.95 for 250 locates Platinum: \$89.95 for 500 locates Angel Svc: \$49.95 for 60 minutes
Payment Type	Prepaid Approved credit card
Credit Cards Accepted	Visa, MasterCard, Discover Card American Express, Diners Club
Contract Period, Activation Fee and Early Termination Fee	5-year coverage Activation Fee: \$ 0 Early Termination: \$ 0 Unused service: nonrefundable
Service Plan Transferability	Yes. Agreement terms must be met \$25 transfer fee applies
Taxes, Surcharges & Fees	Taxes vary by market

Wireless Coverage Information	
Geographical Area	United States, Canada, Alaska and Mexico
Wireless Service	GSM digital network Short Message Service (SMS) only Service available as long as account has positive balance
Message Usage	Charged per message sent or received Mobile terminate (MT) Mobile originate (MO)
Roaming Fees	No roaming surcharge
Theft Recovery Assistance	5-year Customer Care Center access
Feature Activation	Web access Angel Service assistance
Alarms and Message Delivery	Web page Email TXT message to mobile device

Mobiletrace™ Upgrade Program Value

In head-to-head comparisons with other similar service offers, Mobiletrace™ GPS delivers a better value. Mobiletrace™ service plans are priced competitively and offer a great value. Our highest priced package competes favorably against the leading competitor's lowest priced offers.

Mobiletrace™ Upgrade Service Plan

SILVER – Network Service Plan

\$24.95

“No One-time activation fee”

“100 Locates Included”

“Usable during included 60 Month Service Term”



Competing Offers	Basic Terms
LOJACK NOT AVAILABLE	LoJack uses antiquated technology requiring police to have equipment in vehicles to track
GM OnStar Safe & Sound \$199	12 Month Service Term
GuidePoint GPS-PC \$119.00	150 Locates 12 Month Service Term

Angel Services

Mobiletrace™ Service allows a subscribing Mobiletrace™ GPS customer to call the Customer Care Center or NOC and receive direct assistance with feature use or alarms.



Product Description – Angel Services

Mobiletrace™ GPS customers subscribing to Angel Service are able to activate all of the functions the web site offers without having access to the Internet and the Web. Additionally, the Customer Care Center or Network Operations Center are on alert for any alarm message from the vehicle indicating that the vehicle's battery is low or a feature has been triggered. This allows the Angel Service support person to contact the customer and notify the customer about the condition or event.

Angel Service customers are permitted to call the Customer Care Center number, select Angel Service and have the answering associate locate their vehicle, disable or enable the vehicle's starter, retrieve basic vehicle information such as VIN #, license plate number, etc.

Customers also can direct the Customer Care Center to call or email whenever a designated event occurs or if the alarm on their vehicle is tripped. He or she can select to have notification of alarms sent to the Customer Care Center, and, if an alarm is tripped, the call center receives the alarm and responds according to the customer's direction and then contacts the customer to alert them that an alarm has been reported. Some specific events include:

- ✓ Low battery notification
- ✓ Vehicle start condition
- ✓ Vehicle motion or movement
- ✓ Speed threshold is violated
- ✓ Geo-fence is violated

Value of Angel Services

Angel Services delivers an additional level of support many Mobiletrace™ GPS customers value.

Why would a customer want to upgrade to an Angel Services package?

- ✓ They have limited access to the Web but would like to have the functionality of Mobiletrace™ GPS available to them
- ✓ They are frequent travelers and want the ability to call up anytime and check the location of their vehicle
- ✓ They do not check their email frequently enough to know if their theft alarm has been tripped on their car

Subscriber is able to call into the customer care center and:

- Obtain vehicle location
- Disable or enable the vehicle's starter
- Retrieve basic vehicle information on the vehicle (VIN, license plate, etc.)

The customer support center will make outbound calls or send messages to the subscriber in the event of:

- Vehicle theft
- Low battery
- Other selected features

Angel Services Upgrade Pricing
\$49.95

- Price provides 60 minutes worth of Angel Service support person time. Price does not include the messages used in operating a Mobiletrace™ GPS feature. The customer must have a sufficient number of messages available for use by the call center
- Minutes are deducted as the customer uses the service. Minutes are rounded up to next whole minute.
- The customer will be advised that he or she has almost exhausted their minutes when he or she reaches 2 minutes left in their account. At that time, he or she will be able to renew the service by purchasing an additional 60 minutes of time.
- Angel Service is purchased as a pre-paid service using a customer supplied credit card.
- Angel Service "IS NOT USED" for assisting a Mobiletrace™ GPS customer with vehicle theft recovery. Theft Recovery Assistance is a separate customer care activity and is standard feature included with the Mobiletrace™ system.



Recap...What the Customer Gets;

- (5) Years of Theft Recovery Assistance
- 15 Free Locates or Feature Controls
- Microsoft Virtual Earth Mapping (street level, aerial view, birds eye view)
- Geo-Fence Capabilities with event notification
- Early Theft Alert® Motion based alarm event notification via email or SMS Text message
- Curfew Feature with event notification via email or SMS Text message
- Low Battery event notification via email or SMS Text message
- Unlock Doors via Online Vehicle Command Center*
- Disable Starter via Online Vehicle Command Center
- Remote Starter via Online Vehicle Command Center**
- Internal Battery Backup with unit disconnect notification via email or SMS Text message
- Enhanced Auto Tracking Intervals
- Enhanced Speed Trap Settings
- \$ 1,000 Theft Protection Guarantee
- Highest Quality Consumer GPS location device available

*The door unlock feature requires that the vehicle has factory door locks **The remote start feature requires that a aftermarket remote start system is installed in the vehicle