

# Safety becomes imperative

GROWING across the country, MiX Telematics's vehicle recovery service, Matrix Vehicle Tracking, is one of the leading innovators in the competitive vehicle tracking industry. "While one of our key focus areas re-

mains tracking and recovery, MiX Telematics provides a comprehensive set of services for the efficient management of mobile assets" says Quinton Pienaar, MiX Telematics's chief information officer. "Our ad-

vanced technology gives us the edge not only in tracking and recovering stolen or hijacked vehicles, but also in mounting an instant response to protect the lives of our customers."

Personal safety has be-

come imperative and technology is proving to be a growing differentiator in an otherwise maturing domestic market. Advanced technology, which makes use of cell phone technology, can help customers track and locate their vehicle even while stationary with the ignition turned off. In MiX Telematics's case, recovery is further enhanced by utilising PinPoint, which utilises GPS technology, to determine the vehicle's exact coordinates.

Pienaar says more than 12 years ago MiX Telematics adopted the more expensive GSM technology as it offered a far more extensive network than other radio frequency products. Today MiX Telematics boasts one of the largest GSM vehicle tracking bases in the world and was a pioneer globally to make innovative use of GSM networks to offer tracking and recovery.

"Locally the market has a number of players who offer tracking services, but few can offer the customer a personal solution unit to ensure their safety."

"Our top end solutions like the MX4 which have some of the most advanced tracking and personal safety capabilities in the country, offer a crash alert system in the case of a collision as well as other added value features such as NoGo-Zones, GeoLoc, Roadside Assistance, Logbook and Service Notification."

