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**GeoMicro, Inc.**

Dave Ransier

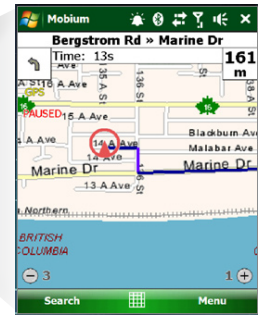
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**GeoMicro, Inc.**



**H19 Smartphone**

- **GPS tracking**
- **Numeric keypad**
- **Barcoding with 1D, 2D and Imaging**
- **Windows Mobile**
- **Rugged**



*"The H19 is a fantastic platform for our location based service."*

*- Dave Ransier  
GeoMicro, Inc.*

Enterprise FastPitch  
at&t Platinum Awards 2008

1st PLACE - BEST NEW  
SPECIALTY VERTICAL DEVICE

devCentral - The AT&T Developer Program

**GeoMicro** is an internet mapping and navigation company that provides tools for business' to dramatically improve the productivity and efficiency of their mobile workers. Founded in 1997, GeoMicro has developed AltaMap and MobiumGPS. AltaMap is an internet based mapping engine that set new industry standards in scalability, reliability and ease of use. It is used by application developers to build best of class software solutions.

**BUSINESS PROBLEM**

In today's competitive business environment, it is critical to ensure your operations are running as efficiently as possible. Improving the productivity of mobile workers is no exception. How can a company benefit from the dramatic cost savings achieved by using GPS based applications?

**SOLUTION**

MobiumGPS is an enterprise grade mobile workforce productivity tool that combines voice navigation, GPS tracking, and route optimization to dramatically improve the productivity of mobile workers. Simply install the MobiumGPS software on the Opticon H19, and it instantly becomes a complete voice guided navigation solution, and provides real time visibility of your mobile employees.

**BENEFITS OF MobiumGPS**

Multiple industry studies have found that companies that implement a complete enterprise solution that includes navigation, tracking, and route optimization realize significant benefits in productivity and cost savings which include:

- 15% reduction in average travel time per job,
- 13% reduction in mileage driven,
- 10% decrease in overtime pay,
- 28% increase in drivers complying to planned routes, and
- 23% improvement in on-time service response.

MobiumGPS is one of the few products that actually reduce costs while improving customer service and enhancing customer satisfaction.

**OUTCOME**

The H19 provides an ideal platform for MobiumGPS. The H19 has integrated GPS and takes full advantage of the latest assisted GPS (A-GPS) capabilities. This provides a shorter Time To First Fix (TTFF), and improved sensitivity to maintain current GPS locations. In addition, the high quality display makes it extremely easy to view the rich map display while on the road.