



# Roseman Engineering Ltd.

## Line of Business

Public and Private Fuel Retail Stations and Vehicles Fleets Management

## Established

1978

## Leading Executives

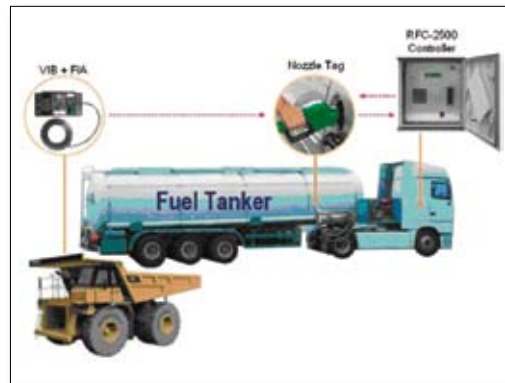
Mr. Ido Roseman  
President and CEO

Mr. Shlomo Sapir  
VP Marketing and Sales

**R**oseman Fueling Simplicity, the Fueling Division of Roseman Engineering Ltd designs and manufactures computerized refueling systems as well as Fleet management solutions. Established in 1978, the company is a worldwide leader in AVI technology and forecourt management. Roseman provides a variety of modular solutions for its main markets:

- Public and Private Fuel Retail Stations
- Vehicles fleets management

Roseman's highly skilled R&D division includes interdisciplinary professionals from areas such as control systems, RF, FO, Wireless, data-communication, IT applications, Database management, mechanics and more. Roseman designs and manufactures according to strict international standards (ISO9000, CE, ETL, ATEX, etc.) assuring long-lasting reliability.



The company is committed to provide the market with innovative solutions based on patent-protected products that combine sophistication and simplicity, resulting field-proven solutions that the customer can count on.

Roseman is proud to have numerous prestigious customers that are serviced by our devoted partners. The company consequently has thousands of stations and hundreds of thousands vehicles successfully using its products world-wide.

## The companies' solutions cover the following:

- Fuel forecourt management (Gas station automation)
- Automatic Vehicle Identification (AVI)
- Automatic Refueling
- Complementary applications for the Refueling complex management (BOS, POS, ATG, Car wash, Convenience store)

- Head-Office applications (On-line fuel transactions services, Obligo, Pre-paid, Loyalty clubs)
- Fleet Management Solutions (Driver and Car data collection and analysis)

## Roseman Suit of Solutions

**"FuelCourt"** – Robust controllers' line suitable for retail gas stations, home-based stations and mobile refueling stations. It is specifically designed to interface almost any type of pump manufacturer with the simplicity and flexibility of Software update:

- RFC-3000, PC based SW application interfacing the dispensers used in retail gas stations.
- RFC-1500, Compact type for up to 2 hoses.
- RFC-2500, Full range home based controller.
- MBL-2500, Robust mobile controller.

**"FleetView"** – Automatic Vehicle Identification (AVI) totally wireless, using advanced active RFID technology installed at the station and the vehicle. Once positively identified, the vehicle is allowed to refuel with correct fuel type and limit set.

**"FleetJournal"** – Modular Car and driver data collection web based report including Car/driver/trip registration, budget management, off-line or on line (GPRS) data download, Canbus connection providing car measurement parameters and fault codes and driver behavior.

**"FuelIT"** – Complementary applications at the fueling complex including Fleet's parameters basic definition, Back Office - data collection and report at the station including all type of transactions, price support and employee's management, 3<sup>rd</sup> party convenience store interface, Automatic Tank Gauge interface

**"FuelNet"** – Roseman Server applications at the enterprise level:

Fleet Obligo, Pre-Paid ,File Transfer, Vehicle Programming, Car Wash Servers and Interface to Head Office Solution



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