



ERM Advanced Telematics

Line of Business

Design, Development and Manufacturing Vehicle Telematics and Security Solutions

Established

1985

Leading Executives

Meir Hayman
CEO, Founder

Kfir Lavi
S. VP

Eitan Kirshenboim
CMO, Business Development

Since 1985 ERM Advanced Telematics design, develop and manufacture solutions for vehicle tracking, telematics and security. ERM focuses on a Simple to use, Easy to understand and Fast to implement solutions, and always strive to better assist its partners to lead their market with innovation and unique solutions.

ERM offers solutions for both Fleet Management (FM) and Stolen Vehicle Recovery (SVR) service providers, by maintaining a wide range of hardware and software based solutions for the mid to high end.

ERM is a subsidiary of Ituran group (NASDAQ: ITRN), a SVR and FM service provider by itself, operating in Israel, Brazil, Argentina and USA since 1996.

ERM Develop and Manufacture Wide Variety of Solutions for Fleet Management and Vehicle Security

ERM offers modular solutions based on the StarLink family of tracking devices and additional set of accessories. This modular methodology, is in fact one of ERM's advantages as customers can add and remove features as needed, without the need to replace the hurt of the system.

Track and Trace: The StarLink family of tracking devices offers an advanced and powerful hardware solutions with GPS/GLONASS/GALILEO location services and GSM/GPRS/UMTS/LTE/HSDPA cellular communications technology. The StarLink family offers solutions for various types of Assets starting from trailer and boxes to Motorcycle all-in-one security and tracking solution and up to trucks telematics.

The StarLink family also offers voice enable solution supporting the European comity E-Call services and a driver identification with variety of identification solutions such as keypad, iButton, RFID, touch pad, proximity remote and more. Using a proprietary eNet protocol, a variety of additional features can be added to the solution, such as:

Driver Behavior: Unique solution that automatically identifies more than 18 maneuvers in three severity levels. While alerting the driver when an event was made, it also updates the server with the event details for post analysis and reporting. The solution can also act as a Black-Box by logging details about an accident for analysis. The solution is aimed to allow keeping track of driving habits and ultimately to lower fleet operational costs.

Fuel monitoring and theft alert: Immediately identify fuel theft and refueling events at all times, including when the vehicle is turned off.

Vehicle Diagnostic: ERM's advanced OBD/FMS/CANBUS diagnostic solutions line, can read and inquire vehicle's technical variables, analyze them and send alerts based on value combinations that may all be predefined by the user. This mechanism can assist fleet managers to better monitor their fleet with much focused information rather than lots of row data. Special installation tool program offers simplified installation process, by allowing to choose the right vehicle type from a list for right protocol use of the device.

With more than a million tracking devices sold globally, ERM Advanced Telematics is well positioned in the telematics market, offering uniqueness and high valuable solutions with high availability and proven long term quality.



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