

BOX Telematics Ltd

chatterBOX

BOX

2007 the year of Growth For BOX

Special points of interest:

- Turnover target achieved for 2006
- Cracking idea Gromit subBOX
- The BOX count
- Lone worker much safer with a BOX
- BOXct5 Thatcham Category 5 product launch
- Can you hear us? Initial results from HR survey
- Welcome to new personnel in the BOX

I am delighted to issue the first monthly publication that hopefully will go some way to address the overall lack of communication within **BOX** and regularly update **ALL** personnel on current news, future strategic objectives and developments.

The last 8 months have seen some major changes in both personnel and strategic direction. We have recruited a sales and telemarketing team supported by a new marketing manager Simon Rowlinson to concentrate and expand on our core product offerings plus launch one or two new developments. The objective is to increase our customer base and not rely solely on one or two core customers, this will

obviously minimise the risk to **BOX**. Overall we have seen an increase in new orders together with a healthy pipeline of opportunities that will bear fruit over the coming months, supporting and increasing our overall turnover and profit for the business. The year ended slightly below target with **BOX** hitting a healthy turnover just over £6.2 million.

Now this new strategic direction has been implemented at **BOX** and taking all the potential business into account the target for 2007 which is set at an ambitious £12 million, will represent a period of expansion and exciting times for everyone involved in the **BOX**.

Russell Olive.



In the crooked house - recent photo for a press release, Our **BOX** is monitoring the beer (Brulines) and could monitor the extreme subsidence. experienced there!

Inside this issue:

BOX going Global!	2
BOX Accounts!	2
SP Property Services?	3
greenBOX	4
Siemens & BOX	5
futureBOX	5
Bottom of the BOX	6

Charles not so "Cracked" after all



subBOX is that subsidence crack opening or closing?

Welcome back to Charles Joel who has re-joined **BOX** to solely focus on delivering the crack and tilt monitoring products and to work closely with a company called SP Property Services* to open up this fantastic opportunity. We are looking at shipping the first 200 box's in March with a further order for 800. There

is a big product launch planned for the second quarter of this year directed at the big players within this industry, substantially increasing our monthly shipments and turnover going forward, Watch this space.....Cracking idea Gromit!

* See customer highlight

BOX going Global!



World Mapping—For those of you who use BOX viewer on a regular basis you will have seen the U.K. tracking map expand substantially. Going West it now covers the whole of the United States and Canada and going East its now covering Europe plus the Middle East countries. We have been talking to potential agents for Mexico and South Africa, so don't be surprised for the "global tracking map to be expanded further based on this future demand.



Europe and USA—Some of you may be aware that BOX is working on a very BIG opportunity in Europe and the US for our MicroBOX (vehicle tracking). We have had sales personnel just return from America and previously visits by various personnel into Germany and Italy We are fairly advanced in our negotiations and will hopefully look to announce something in the not too distant future.

We have a new representative under contract working for BOX in the USA Mr Edward Hitchner, don't forget to say Hi y'Ed if you speak to him on the phone.

U.K. There will be some very important visitors at the end of March, connected to this global activity. It goes without saying that BOX will be shown off in the best possible light and support is still needed from all areas of the business before and during this visit.

Nothing ever happens in Accounts!

“The annual audit has been a resounding success ... my thanks go to all members of staff”

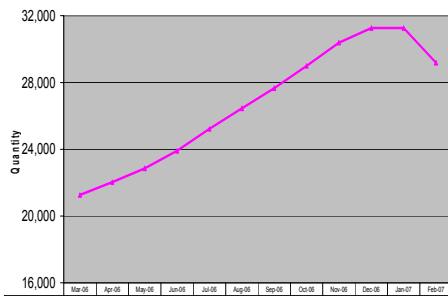
It's generally agreed in the world of BOX finance nothing really changes however, Sean is pleased to announce that “We” have recently completed the annual audit and it has been a resounding success ... my thanks go to all members of staff that have made invaluable contributions throughout the year. There is also a couple of

personnel changes; the department is somewhat depleted at present due to Barbara's recent departure. However Angela Molloy will be rejoining us during May 2007. Clare is admirably holding the fort in the general office, we do currently have a temporary member of staff called Liz (hello and welcome) who is filling the void until Angela re-

turns. Dave Corbett is now under the Finance team banner he is continually working away on Genesis obviously the SIM billing is a very important activity for BOX. As you all know, it is pretty repetitive in Accounts, what happened last month invariably happened this month—roll on to next years audit!

How many BOXes?

KPI - Active BOXes 2007



Over 29,000 active BOXes in the market place early 2007

A key performance indicator for BOX is “how many working BOXes are out there”. A talked about “target figure” for the company has been to get over 40,000 units in the market place - it now seems this is getting closer by the day. At the end of the year we had over

31,000 active. One of the problems of maintaining this growth is getting additional new units before the lease expire on the old. Unfortunately this “high” at year end has took a slight dip at into the new year because of de stocking / cleansing exercise with Brulines and contracts

coming to the end of their lease. We all need to focus on getting those important sales to achieve this goal in 2007. This year we should see this milestone being achieved, we will keep you all informed of the situation with the BOX counter in future issues of chatterBOX

Customer Profile – who is SP Property Services?

SP Property Services is one of the largest independent suppliers of crack and level monitoring services in the UK. It is the market leader in the insurance sector and combines innovation with expertise – They are now offering the latest sensory technology (**subBOX**) via a national network of monitoring technicians, engineers and surveyors.

Originating in 1997, the business has gone from strength to strength and now works with the UK's leading insurers and loss adjusting firms. SP currently undertakes some 15,000 individual readings a year, yet has the capacity to meet any surge demands, as evidenced by the 35,000 plus readings collected in 2003. This equated to visiting some 750 properties a week.

Working faster and smarter has always been the ethos for SP - it is at the forefront of latest developments in site investigation, testing and monitoring. In 2006, the Company rolled out digital pen technology which enables readings to be instantaneously sent from site to server, streamlining the claims handling process.

And it is this streamlining of the claims process where SP is having such an impact. A common grievance of homeowners is the amount of time it takes to settle a subsidence claim. The more complex cases involve monitoring and subsequently tend to take longer, lasting up to 18 months and costing from £7,500 upwards.

SP believes it can cut down a typical claim cycle of six -12 months to two-four months with the **subBOX**. This in turn will reduce claims costs and handling times. Benefits include: automated notification enabling clients to log on and check movement trends, reduced claims costs, real time data transfer and less opportunities for human error, web accessible by all interested parties resulting in greater claims transparency and better communications, greater capability to handle increased volumes, smarter and safer working practices and cost effective 'licensed' technology.

Firms within the insurance sector have been quick to sign up for trials of the **subBOX** technology – potential savings of up to 40% in time management costs alone cannot be ignored.

SP Director, Graeme Phipps, explains: "Before any remedial work can go ahead, a period of site investigation, testing and monitoring has to be undertaken. It's vital that robust data is collated before a decision is taken on what solution to implement. This often involves a fair amount of logistics and on occasions, some inconvenience to the homeowner.

"Our technology removes this hassle for the insurer and client – it's fast tracking claims by providing early trend 'real time' notification on building movement with daily data analysis. This remotely collected data also provides valuable evidence in third party recoveries."

That 24/7 society we hear so much about is now moving into building insurance claims, courtesy of wire free intelligent logging devices.

Find out more on SPPS visit their web site

www.sppropertyservices.co.uk



A face to the name say 'hello' to Graham next time he's visiting BOX

"It's vital that robust data is collated before a decision is taken on what solution to implement."

A new BOX for all the lone workers

Kam with engineering's support are mid way through designing a new BOX "lone worker" device with a lot more functionality than the current market offerings.

These new features will give BOX a massive advantage in the market place. We are in current talks with Vodafone who are initially interested in working with us to move

this design forward to the next stage. Any thoughts of a name for this device? *guardianBOX* is an initial suggestion any others please let marketing know.



A new partner for BOX lone worker?

Electric “Green” BOX

“Inform the end user of how much energy in £’s they are using”

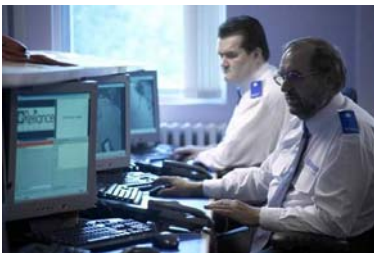
npower / National Grid – Mark Woolridge is working with npower on a joint project to develop smart metering/display. We have just had sign off from n-power to move forward on this project and is moving at quite a pace, due to government pressure on overall energy efficiency/saving. We will be developing meters designed for the home that will inform the end user of how much energy in £’s they are using at any one time.

By displaying the information in real time and possibly showing the information in monetary terms rather than the traditional method of Kilowatts per hour will give customers real information that they can make informed decisions on. There is a view people will switch off lights etc because they can see a direct relation on the savings being made via the meter which will be displayed in the house rather than under the stairs.

Obviously reducing their costs will reduce the electricity consumed and will go a long way in helping the environment for the future.

We are all customers and consumers of electricity - if you have any ideas of what you would like to see on this smart meter please tell Mark , Kam and Simon. All this information will help us go forward to develop the ultimate smart BOX meter.

A new BOX product launch imminent



Reliance Remote Management the BOX Secure Operating Centre.

BOX is about to move “officially” into the vehicle security market with the launch of a Thatcham Category 5 tracking unit with remote operation of an immobilizer . This is in conjunction with new partner Reliance Security who is operating the Secure Operating Centre that is required for this certification. This new unit is called **BOXctg5** and is the latest product to meet the new

requirements of Thatcham. The reason for the strict testing and classification of this product is because this is now the only vehicle tracking device (a cat 5) that will have a police response if its get stolen.

When an alarm is raised Reliance Remote Management SOC will start to track the vehicle and contact the owner to confirm the vehicle has been stolen

and obtain a crime reference number. Once all this information has been received they will work closely with the local police force and lead them to thieves to try and gain an arrest and to recover the stolen vehicle. With the offer of cheaper insurance and an almost guaranteed response from the police force this product should start to see a rapid growth of new customers for BOX.

CAN YOU HEAR ME???

Oh , I really need to improve my communication.

BOX

You’ve had your Say — what’s the result!

By the time this goes to print a large percentage of the employees in BOX should have taken part in the Employee Survey run by the new HR manager Elaine Neous. The purpose of the survey was two fold, firstly this gave an opportunity for Elaine to meet the BOXer’s on a ‘one to one’ basis which in turn would help individuals to

“air their feelings” about BOX and for Elaine to hear for herself the “burnings issues” about the company. The second point was for Russell and June to understand the culture and feelings of the personnel within BOX then take direct action, reshape the company and change the direction they want it to go to based on the survey results.

The conclusion of the survey will be communicated back to everyone at the end of March. Currently “communication” is one of the hot spots, hence the reason for re launching chatterBOX in haste. We hope this will start opening up the communication channels for everyone in the future.

BOX and Siemens the start of a relationship

The Static team have started off a new business partnership with Siemens working in particular with all the 'sensor' products within the Siemens Automation & Drives - Process Instrumentation & Analytics division based in Worcester. One of the first applications targeted is a Bitumen Tank monitoring sys-

tem, this is used within the asphalt industry (the material to make the roads to you and me!). A new guide, based on an industry report has heavily criticised the safety of the tanks and process of this industry. BOX, Siemens and Pressvess (a tank manufacturer) have developed a complete system that

meets the new requirements and helps the industry comply to the guide and consequently reduce the risk of handling bitumen on site. This is just the start of the relationship, Siemens have thousands of sensors in the market place that could communicate to the world remotely 24/7 via a **BOX**?



Siemens, Pressvess and BOX ensuring safe handling of HOT bitumen at asphalt sites.

futureBOX - developments in Engineering?

You wouldn't believe the number of development projects "on the go" in the engineering department at the moment. There are too numerous to mention, however here is a selected highlight:- **JCBBOX** – Final stages of project completion for a innovative design—a data collection box to determine future manufacturing design changes for plant.

microBOX - next generation of vehicle tracking product that not only uses the GPS and GSM to locate a vehicle but monitors driving behaviour using smart gravitational sensors and extra input algorithms to produce valuable data. It has also been designed to meet

new RoHS & WEEE directives laid out by the European Union.

assetBOX V12 & V14 - finishing off existing vehicle tracking product and finalising design cycle.

BOX Viewer Development - Continual research and design on delivering software solutions for us. Web based monitoring and reporting tool to meet customer requirements for their niche business models / operations.

gameBOX - Cutting edge technology to assess the usage of gaming machines and the amount of money is being dispensed and collected. It also gives a trend analysis of usage of different

types of machines during a day, week and month.

sigmaBOX panel - Next generation of data logger that is applicable to the Static markets, which is adaptable using user application programming space for automation / control and remote monitoring.

We mustn't forget the **lone-workerBOX** and **subBOX** mentioned in this issue of chatterbox plus continual development of the **edis-BOX** for Brulines.

As you can appreciate a lot is going on in the development arena this obviously goes a long way to support the future growth of BOX for everyone.

"microBOX - next generation of vehicle tracking product"

New customers who have "dropped" in the BOX

A selective list of **NEW** customers who have decided to use BOX for vehicle tracking (since October) are as follows:- in the logistics transport sector—**RTS Transport Limited, RMG logistics limited, Barry Everton Transport Limited, Wincanton PLC, C G Phoenix International**

Freight Services Limited. In the construction sector—**Crossgills Construction Ltd, Signature Limited, J N Bentley Limited, Weston Contractors (South Wales) Limited, Swift Roofing Contracts Ltd, AC Solutions (UK) Ltd** and some of the general wholesale / trading

companies that have decided to use our products are :- **Space Air Conditioning PLC, Commercial Trading Company Limited, Taylor Made Foods Limited, Milenco Hardware Limited, Shell Gas Limited, Seieffe UK Limited, Orion Alloys Limited.**





know, now

Chatterbox needs you!!!!!!

The success of the chatterbox as a newsletter involves all of us!

If you've 'overheard' something and want confirmation of what's going on then email your rumor or question to us chatterbox@boxtelematics.com

Do you want to tell everyone in BOX how well a project has gone, a sales success or just thank an individual or team - now you can by emailing your story to us chatterbox@boxtelematics.com.

The success of chatterbox needs all of us to communicate with each other don't keep it to yourself email today chatterbox@boxtelematics.com.

All emails will be treated in confidence unless it makes it in chatterBOX.

"New sides" to the BOX

A warm welcome is given out to all the new starters over the past 6 months or so, Jon Brough Sales manager Static, Dean Perry Business Development, Simon Rowlinson: Marketing Manager, Lee Rigby: Telesales Manager, Nathan Piper: Telesales Executive, Norman Thomas: Telesales Executive, Adam Fletcher Telesales Executive, Neil Godfrey Business Development, Elaine Neous: Human Resources Manager, Ross Farrell: Business Development, Jonathan Doak-Dunelly Business development, Ed Hitchner our new Contract Administrator in the USA and finally a welcome back to Charles Joel Business Development.

Have you heard from the bottom of the BOX

A few individuals were the worse for wear at the Christmas bash (again). I guess you know who you are???? (answers on a post-card please). Sid did his usual thing and proceeded to offer Christmas kisses to all the fella's in BOX, plus another engineer went to sleep 1/2 way thro the nite only to wake up near the end and proceeded to throw June around the dance floor! Russell paid £28.50 for two Baileys on ice!!!! —serves you right for drinking large girlie drinks!

The Wednesday curry Club are going to invite Simon to become a new member (yeah right!!!!).

Simon Wykes has managed to 7 ball Richard at pool four times this year already, Lee is bragging he is the best pool player at BOX and claims to have 7 balled Nathan — looks like we need to reinstate the BOX pool tournament to resolve this conflict once and for all.

Sean is still threatening to buy a round of drinks on a Friday Lunch time or after work he says there are never any takers! I can't believe that because Simon Rowlo has always accepted the invite but Sean never turns up (take a hint Rowlo or is Sean really that tight!!!!!!).

Mark is going to Japan to look at some fish (whatever turns you on) —his reward for winning the National Koi Carp championships in 2006 - fantastic achievement Mark.

Steve L actually broke his arm falling on his deck when climbing out of the Hot tub - his thumb got caught in his speedo's as he went over and he landed on his arm!!!!

We have just found out that Norm'n is really Ainsley Harroitt's (TV name) older Brother—take this with a little pinch of Percy pepper!

Still no conformation of who was the secret lover behind **cupidBOX** on Valentines day!

Note: The editor accepts no responsibility or liable actions from anything printed in "the bottom of the BOX." - Its only a bit of fun! Wanted more "stories" for the bottom of the BOX please email chatterbox@boxtelematics.com

STOP PRESS, A BOX knockout pool tournament is to be played on Friday 4th May.

Everybody is invited to enter - no matter of ability! Start at 1.00p.m for the duration - lunch and prizes will be supplied, details to follow shortly. Please take this opportunity to socialize and show your skill?