



# NEW LATITUDES

## Wireless Transportation Monitoring

Volume 15, Issue 2

July 27<sup>th</sup>, 2017



### LoRa ALLIANCE

#### Create A Network

Lat-Lon has joined the LoRa Alliance! But what is LoRa?

Low-Power Wide-Area Network (LPWAN) or Low-Power Network (LPN) is a type of wireless telecommunication designed for long range communication among "things" in IoT applications. Different from a wireless WAN, intended for more data and needing more power, the LPWAN requires less power and low bit rate, ideal for small packet transmission of "things." LPWAN can be used to create a private network rather than "renting" an existing network via modems with monthly operating costs. Simply, with LoRa, many units communicate over free airwaves using low cost RF modules to one or more base stations with cellular modems for significantly lower operating cost and more network control. LoRa is a proprietary radio modulation technology for LPWAN. Communication is secure and bi-directional using frequency hopping and variable data rates. LoRa is considered a compliment to M2M technology best used for low power operations. Learn more at: <https://www.lora-alliance.org/>

Lat-Lon's collaboration with the alliance to drive understanding and consistency for success in IoT and M2M applications is only another step in connectivity. While not stepping away from traditionally real-time cellular tracking technology, we are pursuing additional options for lower operating cost for real-time yard operations and non-real-time data logging when out of base station range. Stay tuned for more information from Lat-Lon. ☺

### HERE MAPPING

#### A Better Map

Mapquest, our current map provider changed their maps to a different style, which conflicted with our icons displayed on the map. Based on customer

- ☺ LORA ALLIANCE
- ☺ HERE MAPS
- ☺ NEW TRIPS REPORT
- ☺ INTERCHANGE
- ☺ CUSTOMER SURVEY

### NEWS:

#### Website & Login

You may notice a few cosmetic changes to the login and lat-lon.com site. No major enhancements, but we do have new videos. Feel free to share our [new impact](#) or [company overview video](#) with an organization that may benefit from Lat-Lon technology.

### UPCOMING SHOWS:

**IANA 9/17/17-9/19/17**  
Intermodal Association of North America  
Long Beach, CA  
[Click here for Details](#)

**INTERCHANGE**  
**9/17/17 – 9/20/17**  
RSI/RSSI/AREMA/REMSA  
Indianapolis, IN  
[Click here for Details](#)



feedback, we researched alternatives, and thanks to our partnership with BSM we are able to provide a leading edge mapping system, here.com.

"As our digital and physical lives become increasingly inter-connected, our map of the world is rapidly changing. With every connected device or sensor capable of generating and sharing its context and location, it is data that will connect this complex new world. The question is how do we make better use of that data and transform it into useful services for people and organizations – all in real-time? Our answer is the HERE Open Location Platform." ([here.com](http://here.com), 2017)

In August the here maps will be visible upon login automatically; no updates need to be made. Android and iPhone apps will require a free update of the Lat-Lon app. Here maps and icons will load faster, the Geo-fence tool will be improved, and map features (ex. Railroads) will be more prominently displayed.

If you have specific questions, please contact Amy Boehm at [aboehm@lat-lon.com](mailto:aboehm@lat-lon.com) or give us a call: 877-300-6566. ☎

## NEWS CONT'D.:

### BSM Products:

Our parent company, BSM offers an Hours-of-Service solution to help remain compliant and keep drivers safe. Automating a driver log system allows greater control of HOS compliance both on the road and in the office while minimizing exposure. [Learn more.](#) ☎

## NEW TRIP REPORT

### Optimization Available Now

A new report can be added to Specialty Reports based on units entering and exiting established geo-fences. The Geo-fence Trip Report will count the number of trips based on starting and ending geo-fences with average, fastest, and slowest trip along with monitoring distance and dwell time. This can be a key tool in assessing productivity and optimal scheduling for fleet management.

To add this report, please contact Amy via email [aboehm@lat-lon.com](mailto:aboehm@lat-lon.com) or call us at 877-300-6566. ☎

Start Geo-fence	End Geo-fence	Trip Count	Average Trip Time (M:SS)	Min Trip Time (M:SS)	Max Trip Time (M:SS)	Average Distance (Miles)	Min Distance (Miles)	Max Distance (Miles)	Average Dwell in Start Geo-fence (M:SS)
ALLENTOWN CITY	TANK WASH/HATFIELD	2	00:31	00:31	00:31	27.6	27.6	27.6	06:10
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			7142	7/12/2017 3:33:58 PM	7/12/2017 4:00:30 PM	00:31	27.6	06:10	
			7142	7/12/2017 3:33:58 PM	7/12/2017 4:00:30 PM	00:31	27.6	06:10	
HEADQUARTERS	CLEMENS/TANK WASH	1	00:01	00:01	00:01	0.2	0.2	0.2	01:55
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8148	7/12/2017 3:33:59 PM	7/12/2017 4:00:31 PM	00:01	0.2	01:55	
HAGER CITY	WASH/PRO POWER	1	02:01	02:01	02:01	97.2	97.2	97.2	01:26
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8109	7/12/2017 12:20:08 PM	7/12/2017 2:31:36 PM	02:01	97.2	01:26	
HEADQUARTERS	HICKORY	1	05:44	05:44	05:44	257.4	257.4	257.4	02:44
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8028	7/12/2017 9:16:03 AM	7/12/2017 3:39:05 PM	05:44	257.4	02:44	
MARSHALLTOWN	JEFFERSON CITY	1	04:30	04:30	04:30	212.2	212.2	212.2	00:30
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8153	7/12/2017 9:18:07 AM	7/12/2017 1:53:24 PM	04:30	212.2	00:30	
WASH/PRO POWER	HEADQUARTERS	1	00:19	00:19	00:19	0.6	0.6	0.6	05:11
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8037	7/12/2017 5:12:54 PM	7/12/2017 5:32:24 PM	00:19	0.6	05:11	
WASH/PRO POWER	WORTHINGTON POWER	1	00:30	00:30	00:30	112.5	112.5	112.5	04:09
			<b>Unit Name</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Trip Time</b>	<b>Distance Traveled</b>	<b>Dwell Time in Start Geo-fence</b>	
			8132	7/12/2017 12:05:21 PM	7/12/2017 2:35:22 PM	00:30	112.5	04:09	

## LAT-LON AT INTERCHANGE

### Booth # 3452

Lat-Lon will be attending Interchange in Indianapolis September 17th – 20th, 2017. We are excited to exhibit with our parent company, BSM Technologies, and network with like-minded rail professionals as well as re-connect with our



many customers. We welcome anyone attending the show to stop by our booth 3452 and see us face-to-face or ask any questions about our new products.

This year, we will be presenting insightful educational sessions in our booth during the show. To make these sessions beneficial and productive, we are requesting customer feedback on specific topics you would like to learn about via Lat-Lon. Our goal is to provide information and topics in the areas that benefit customers the most. Please contact Cam Yeow at [cyeow@lat-lon.com](mailto:cyeow@lat-lon.com) if you are interested in setting up an appointment during the show or have information on topics you would like to see covered at the show. More info Interchange can be found [here](#).✦

## CUSTOMER SURVEY

In January, we conducted a customer survey regarding satisfaction with Lat-Lon products and services. This survey provided valuable insight and we would like to give a **Thank You** to all who were able to participate! The feedback we received is vital in helping Lat-Lon provide the highest standards to our customers. Based on feedback in the survey, Lat-Lon currently has a [Net Promoter Score](#) (NPS) of +30%. This means, on average, substantially more customers would recommend Lat-Lon than would not. As we strive to improve our NPS even more, we appreciate and welcome anyone who would still like to provide any sort of feedback on our company, services, products, customer support, etc. A link to provide anonymous feedback is available on the Lat-Lon login screen and also by clicking [here](#).✦

