



## Wireless Transportation Monitoring

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### The New MTU

#### Smallest Solar-Powered Tracking Unit

Lat-Lon is changing the cost and size of the tracking market, while offering more messages. The new Micro Tracking Unit (MTU) is the smallest solar powered unit designed by Lat-Lon, measuring less than 4"x 4"x 2.5". What makes this unit especially unique is the fact that it does not contain a cellular modem. Instead, it transmits data via LoRa to a paired Gateway within a range of up to one mile or stores messages for future transmission. This type of communication eliminates the costly cellular data plan within typical telematics units.

The MTU can offer fleet owners lower operating costs through efficiency and maintenance savings, and with LoRa, just a minimal monthly website access charge. The same robust Lat-Lon website is used to view data, graphs, and maps as with all other units. Other data delivery options are available as needed.

For more information on the MTU, visit <http://lat-lon.com/gps-products/lora-micro-tracking-unit>. If you have specific questions regarding the MTU, please contact Amy at [aboehm@lat-lon.com](mailto:aboehm@lat-lon.com).

### More About LoRa

#### The Why and How

In August, Lat-Lon released a new version of the Solar Tracking Unit - the LoRa-STU. Unlike the rest of Lat-Lon's tracking units, the LoRa STU does not contain a cellular modem. Instead, this unit uses LoRa technology to send messages to one or multiple cellular gateway(s) that transmit data securely to back-end servers. This drastically reduces data fees typical of GPS products and allows multiple applications to run on the same network.

"LoRa vastly expands the market for GPS tracking and data collection by removing the recurring costs normally associated with such services. Now,

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#### UPCOMING SHOWS:

**MARS 1/17/18 - 1/18/18**  
Midwest Association of Rail Shippers  
Chicago, IL  
[Click here for Details](#)

**ASLRRA 4/7/18 - 4/10/18**  
American Short Line and Regional Railroad  
Association  
Nashville, TN  
[Click here for Details](#)



GPS tracking is a one-time capital acquisition instead of an operating expense," notes Lat-Lon President David Baker.

Lat-Lon has joined the LoRa alliance to help promote understanding and consistency for success in IoT and M2M applications. While not stepping away from traditional real-time cellular tracking technology, Lat-Lon is pursuing additional options for lower operating cost for real-time yard operations and non-real-time data logging when out of Gateway range. Learn more at: <https://www.lora-alliance.org/> ☩

## CUSTOMER SURVEY

We will be conducting another customer survey this winter to gauge satisfaction with Lat-Lon products and services. We highly encourage everyone to participate, as this information is vital in helping us provide the highest of standards to our customers. The feedback we receive help us better understand our customer's needs and make improvements.

In the meantime, feel free to take our original survey by clicking [here](#). Your feedback is anonymous and always appreciated. ☩

## BSM

### Mobi Acquisition Complete

BSM has announced its Mobi earn out agreement just a year after it acquired the Austin-Based company.

"The certainty and added flexibility provided by finalizing the Mobi earn-out payment and post-closing obligations will, we believe, enable BSM to accelerate our software platform consolidation plans and allow us to enhance our cross-selling opportunities via improved organizational efficiency," said Aly Rahemtulla, BSM's President and Chief Executive Officer. "One year of ownership has confirmed our investment thesis as we have observed the teams at Mobi perform above expectations, reaffirmed the quality of the technology and received positive feedback from our customers on the Mobi solution. We anticipate that accelerating the Mobi software platform consolidation will expand our customer footprint and enable future customer growth."

Mobi Corp., founded in 1996 by satellite experts from MIT Lincoln Labs, is a leader in the data analytics space. With its core suite of software modules focused on planning, scheduling and route optimization using GPS data, they provide large commercial fleet operators with increased visibility into asset utilization, optimizing operations and driving increased revenue while minimizing costs. Mobi is headquartered in Austin, Texas and serves customers ranging from small fleets of 10 vehicles to large enterprise fleets in excess of 4,000 vehicles. ☩

## NEWS CONT'D.:

### LL Holiday Hours

It's that time of year again, and we wish you all a wonderful holiday season. Lat-Lon employees will be enjoying days off on December 25<sup>th</sup> & 26<sup>th</sup>, as well as January 1<sup>st</sup> and 2<sup>nd</sup>. Please feel free to reach out before or after for any assistance you require. ☩

### Map & App Updates

New map enhancements are effective now! You should see:

- Better railroad visibility
- Use the layer icon at the top right of any map to easily switch between satellite, map, and hybrid view
- Click on any geo-point, geo-fence, or tripwire on any map to view the corresponding name
- Geo-items page has been redesigned for a more user friendly experience
- Toolbar added to geo-items page to create and edit geo-items more efficiently

The IOS update has been released and the droid update will soon follow.

To view the original email announcement (including screenshots) click [here](#). ☩

