



## ORCHID – COMPARED TO OTHER TRACKING SYSTEMS

ISSUE	ORCHID From NeoMatrix	MOST OTHER SYSTEMS
Hub access ✓	Hub enables access via phone, web, or permanent software dialup. Data transmitted, stored & archived securely, 99.9% uptime, UPS power protection, hot-twin standby server, 24hr onsite support	Peer to peer only. Less reliable, difficulties accessing data from multiple sources or larger fleets. Data loss if client PC fails. Specific receiving hardware required that might become outdated (GPRS) or have poor local coverage, dependant on a single GSM tower. Orchid HUB enables 100 vehicles to talk to 100 base stations – simultaneously
Mapping ✓	National mapping, with over 40 000 towns including some street <u>numbers</u>	Often state maps only, no coverage outside cities. Some charge around \$10 000 for state maps alone
Stability ✓	5 years operation, stable in both technology and in business model. Supported by Vodafone, one of the 10 largest company in the world	Less stable. Some suppliers have folded, leaving customers & expensive systems unsupported. No other system supported by such a large organisation.
Coverage ✓	National GSM coverage GlobalStar option under R&D	Radio systems operate in major towns only, others can't operate outside GSM coverage areas
Response centre ✓	Orchid team, 24Hr manned response centre, technical support, phone position requests, alarm monitoring	Support limited, or not available 24Hrs
Network ✓	Orchid integrates with GSM supplier. Cheaper costs. Tracking SMS is <u>priority</u> traffic, not queued / delayed	Use network providers third-party. Can't resolve network billing & coverage issues. Higher costs. SMS can be queued for hours if congestion ( <u>Delayed alarms, positions</u> )
Accuracy ✓	Differential GPS, accuracy <10m. Pinpoint positioning, especially with street numbers on Orchid maps	Often use uncorrected raw GPS data – less accurate positions. Some radio systems only provide 100m accuracy, or worse in CBD areas
Reporting ✓	Advanced reporting, summarise & interpolates data automatically. Many reporting & analysis engines provided as standard	Positions on demand only, or limited reports, such as basic trip replay. Rarely provide advanced reports as ' <b>Position vs. client</b> ' showing text reporting of a vehicles attendance to known addresses by proximity, duration on-site etc.
Power ✓	Orchid uses 15mA in sleep mode, little more than a flashing alarm light	Many other systems quickly run vehicle batteries flat (if not driven regularly) as they consume far more power
Memory ✓	5000 position memory, stores data if out of GSM coverage, downloads when re-entering	Lacks memory storage. Data lost on leaving coverage. Difficult to locate in carpark, where Orchid provides last position from memory, IE carpark entrance
Integration ✓	Open protocols enables integration to most software or hardware	Proprietary hardware & software, difficult to integrate with existing, or third party solutions. Supplied applications only
Costs ✓	Subsidised, like a mobile phone plan. Lease options available – no upfront costs. SMS costs from as low as 6c	Profit primarily on hardware & software, hence higher up-front charges. SMS costs higher, as systems use GSM networks third-party
Quality ✓	RACAL designed units, made in high volume, to high quality standards	Manufactured by lesser-known companies. Some are hand assembled to lower quality standards
???? ✓	The ONLY tracking unit authorised by ????? Australia	All other systems failed stringent ????? tests, due to overly high power use, or interference with on-board electrics