



Cellocator Division  
Pointer Telocation Ltd.

# CELLOTRACK FAMILY PRODUCT LINE



Plant & construction equipment



Container Tracking



Trailer tracking



Stolen vehicle recovery



## ADVANCED TRACKING AND LOCATION BASED APPLICATIONS

### Select applications

- Cargo & Asset tracking
- Stolen vehicle recovery
- Trailers tracking
- Containers tracking
- Trains tracking
- Plant & construction equipment
- Covert surveillance
- Security & special forces

### Features

- Full set of fleet features
- Standalone tracking device
- Rechargeable battery
- Advanced Power management
- Up to 3 years without charging
- Configurable remote access
- Easy installation/No installation
- IP 67



**POINTER**

CelloTrack product line, designed for advanced tracking and location based applications, provides enhanced functionality via the products' long life power, very easy installation and wide range of applications catered.

The capabilities provided by the CelloTrack family can greatly reduce an enterprise's financial losses incurred as a result of the often difficult task of successfully tracking equipment such as trailers, containers and trains. CelloTrack supports tracking, communication, GPS location-based features and maintenance capabilities

### CELLOTRACK

CelloTrack is an innovative and adaptable tracking device, used for both mobile and fixed asset management. This small device allows for continual tracking and monitoring of the precise location of valuable assets for a company, increasing its overall operational productivity. Fitted with a durable and long-life battery (lasts approximately 3 years), CelloTrack functions optimally without direct access to a power supply and is resilient to severe conditions.



### CELLOTRACK SOLAR

A unique 'Deploy and Forget' solution, the CelloTrack Solar is a CelloTrack unit with an attached solar panel. The batteries will charge every time there is available natural sunlight. CelloTrack Solar is an ideal solution for containers (where external mounting is possible), trailers or assets in remote locations, where no other recharging facilities exist.





## CELLOTRACK POWER

CelloTrack Power has an internal charger, which enables it to be used in situations where an intermittent power supply exists. The CelloTrack Power can be used when permanent installation is required, such as those in trailers where power availability is accessible only when connected to the truck.



## CELLOTRACK LIGHTER

The CelloTrack Lighter is useful in situations where an intermittent power supply is accessible. The harness is equipped with a plug, allowing for an easy connection to the cigarette lighter outlet in the vehicle. The CelloTrack Lighter is for applications which require easy deployment, such as for rental cars.



## CELLOTRACK CONTAINER

CelloTrack Container is a special version of the CelloTrack, which can be installed inside containers in an absolutely covert way. Nothing is visible from the outside; yet containers equipped with the device can be easily tracked, utilizing hidden GPS and GSM antennas.



## FEATURES

**CelloTrack products offer advanced asset tracking including the following features:**

- Durability and long life (almost 3 years without charging), making it ideal for tracking trailers, trains, containers, high-value assets, and more.
- Stand-alone tracking device. May be installed without a power supply.
- An internal long-life 13.6 AHR rechargeable Li-Polymer battery providing up to three years of autonomous operation without recharging (subject to the rate of transmission).
- Advanced power management algorithms preserving battery power and extending battery life period.
- Highly durable IP67 weatherproof casing that houses all components – battery, GSM module and GPS module.
- A 3D accelerometer that detects movement of assets and enables different transmission rates for a moving asset and a standing asset.
- A programmable (ON/OFF/Test/Panic) push button, charging and communication capabilities, a tamper switch to detect tampering and two monitoring LEDs.
- Almost instant assembly and removal.
- Minimal maintenance.
- Easy installation, including built in zip tie holes and optional magnetic cradle.

## BENEFITS

The CelloTrack family product line offers businesses many benefits in various settings:

- Providing data in real time with up-to-date and exact reports about past and current asset locations that facilitate smoother management of assets with accurate information as a substitute for physical inventory.
- Offering both fixed and mobile asset tracking, CelloTrack products help prevent loss and unnecessary time wasted used to track displaced assets and conducting asset inventories.
- Allowing for the scheduling of maintenance or services for equipment.
- Lessening the burden on employees with redundant controls and reporting responsibilities.

## APPLICATIONS

CelloTrack products have many tracking applications for security, logistics, transportation and distribution, police and special forces investigations, supply chain and more. Some of the top asset tracking applications include:

**Containers:** CelloTrack products stand out as a container tracking solution with the rechargeable long life battery and remote activation and administration potential. CelloTrack units can be easily attached to any type of container, such as containers for shipping or cargo.

**Heavy Equipment:** Despite not being readily movable, heavy equipment and machinery are still susceptible to theft. Examples of heavy equipment that can be tracked by CelloTrack products include construction equipment, demolition machinery and large generators.



**Truck Trailers:** CelloTrack products protect against theft of assets and improve logistical management by tracking the location of truck trailers. Using the CelloTrack Power unit, CelloTrack is automatically recharged when a trailer is connected to the tractor.

**Inventory:** The tracking capabilities of CelloTrack products can be readily used to identify the location of inventory. CelloTrack units are used by major airlines in Central Europe to locate spare parts and other special assets stored in its warehouse at major international airports.

**Trains:** For both security and logistic purposes, following the location of individual carriage cars whether in transit on the rail tracks.

**Cash and Vending Machines:** CelloTrack units can be discretely attached to cash and vending machines to track to their location in the case of theft. In addition, CelloTrack can even transmit data regarding inventory levels of such machines.

**Boats:** The position of a sailboat can be transmitted by CelloTrack, enabling authorities to monitor and follow the trail of competing sailboats on the Internet.

**Stolen Vehicle Recovery Backup:** Given that CelloTrack products do not require a power source to provide tracking information, they can be installed anywhere on a vehicle and can serve as backup or even as an alternative to traditional stolen vehicle recovery units.

**Rental and Leased Vehicles:** CelloTrack can easily be deployed on all vehicles because of its compact size, and can be easily concealed, almost anywhere in the vehicle. The precise location of a vehicle can be tracked on the system's Web-based application, saving time when locating vehicles for pickup and return, ensuring lower fleet insurance premiums and reducing loss of revenue.



**Airplanes:** The tracking features of CelloTrack family can be applied to record the flight path of small airplanes, helicopters and similar low altitude aircrafts without a direct connection to an engine, complying with a range of aviation regulations.

**Others/General:** The flexibility and durability of CelloTrack family enable the tracking of any fixed or mobile asset. CelloTrack products can be used to track fleets of leased cars, rental cars or trailers, motorcycles or any other vehicle type.



## PRODUCT MATRIX

Product/Feature	Power Source	IP67	Installation Free	GPS/GSM Cradle Antenna	Magnetic Cradle (optional)
CelloTrack	external	✓	✓	internal	✓
CelloTrack Solar	Solar	✓	✓	internal	✗
CelloTrack Container	external	✓	✗	External	✓
CelloTrack Power	Trailer/Vehicle	✓	✗	internal	✓
CelloTrack Lighter	Cigarette Lighter	✓	✓	internal	✓

## IP 67 STANDARDS

First Digit	Digit Protective Degree for persons	Test Parameter or Provisions	Protective Degree for equipment	Test Parameter Provisions
6	Protection from wire and similarly sized objects	Wires 1.0mm diameter or greater cannot penetrate the connection	Dust Proof	No dust entry into the device
<b>Second Digit</b>	<b>Protection of Equipment</b>	<b>Test Parameter or Provisions (test samples are all configured in a normal manner)</b>		
7	No Water penetration into the device when immersed under the following conditions	Submerge the sample for 30 minutes at a depth of 1 meter the water's surface		

## ABOUT POINTER TELOCATION LTD.

Pointer Telocation Ltd.: **A Leading Security & Fleet Management Solution Provider in the following areas:**

- Fleet Management
- Vehicle Security
- Asset Tracking
- Roadside Assistance
- Stolen Vehicle Recovery
- Location-Based Services
- Telematics Automatic Vehicle Location (AVL)

Pointer has developed a variety of Cellocator™ device product lines for in-vehicle OEM integration. These devices can be used by service providers and integrators to provide sophisticated, cost-effective and reliable solutions for fleet management, vehicle security, asset tracking and the service industry. Pointer's experts specialize in developing and manufacturing the hardware and software for on-line wireless vehicle security, communication and control systems, as well as Machine to Machine (M2M) wireless data communications systems.

To address the current and future requirement of the automotive industry, Pointer is continually upgrading and expanding its OEM product lines, in consultation and collaboration with our customers.

Our growing customer base includes vehicle security companies and fleet management service providers, operating in Eastern and Western Europe, Asia and North and South America. Over 600,000 vehicles in over 40 countries worldwide are outfitted with Cellocator™ products.

Pointer's products and production processes adhere to the strictest quality standards. Pointer is ISO 9002 certified and has received the British Vehicle Certification Authority (VCA) 95/54/EC approval according to European Commission EMC directives for automotive equipment.

Pointer is proud to have provided their Cellocator™ products, as the official supplier of vehicle security and location equipment, to the security and emergency forces at the Athens 2004 Olympic games.



Cellocator Division  
Pointer Telocation Ltd.

## HOW TO PURCHASE

For more information about prices and technical knowledge, please contact

Pointer Telocation  
14 Hamelacha Street  
Rosh Haayin 48091, Israel  
**Tel:** +972-3-5723111  
**Fax:** +972-3-5719698  
**e-mail:** info@pointer.com  
**www.pointer.com**



**POINTER**