

CONNECTIONS

The Newsletter of Electronic Engineering

www.connectingyou.com

Summer 2008

Telematics Scores Win Over High Gas Prices

Whether you operate a local or national fleet of vehicles, managing your mobile assets and coordinating on-time deliveries can be a daily challenge.

GPS tracking has been around for several years. It has been very successful, yet often still has a stigma of being a “big brother” to employees.

Electronic Engineering in conjunction with **Networkfleet™**, is offering the next generation of GPS tracking—not as much designed for where the employee or vehicle is (which it does)—but rather collecting lots of information on idling time, diagnostic alerts, miles per gallon, distance between stops and reminders of routine maintenance.

This process is called “telematics” and can really save money by minimizing fuel usage, reducing idling time, determine route scheduling as well as eliminating unauthorized trips.

With today’s gas prices, is it really OK to have company vehicles and company gas used for after hour trips and non-company business?

Once the equipment is installed in a vehicle, Networkfleet™ collects diagnostic data from the vehicle’s on-board computer and location information from a global positioning system (GPS). This information is then delivered wirelessly to your desktop via the internet.

Besides providing you with real-time fleet information, you’ll also be able to access MPG reports and receive e-mail alerts when vehicles need repairs. With the MPG report you’ll be able to see the gallons of fuel that are consumed by each vehicle for a given time period. That way you can pinpoint the vehicles that are operating below par and reduce your fuel expenses. Plus, the equipment will notify you by e-mail when

Key features:

- Online secure access to vehicle location information
- E-mail alerts of vehicle problems
- Get 2-minute updates
- Driving track record of a vehicle
- Get driving directions
- Find the closest vehicle to an address

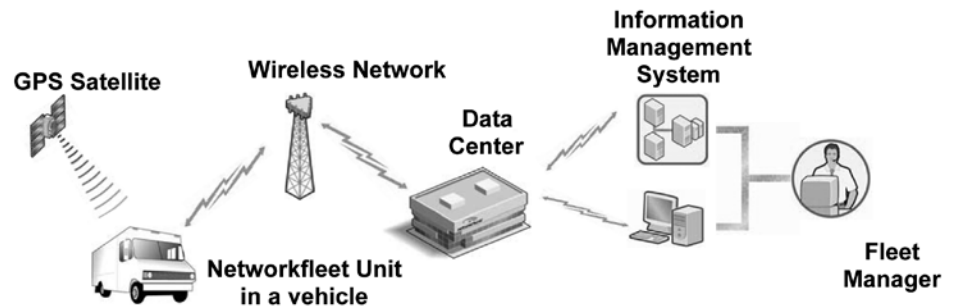
any vehicle reports a diagnostic trouble code (DTC). This gives you the specific nature of the problem so your repair technicians can begin working on the problem versus waiting until the vehicle is broken down on the side of the road.

This equipment is easily installed on most vehicles manufactured in the last ten years.

The Networkfleet™ system has an economical price of around \$2 per day, per vehicle. And with \$4 gas, saving ½ of one gallon, makes this an effective ROI (return on investment) option.

Another way to look at it is..if you can save just 8 miles of driving per day by management of your trips, based on a car getting 20 MPG, that translates into over \$600 per year in savings!

Telematics could be the biggest tool your company could use to combat high gas prices. Contact Electronic Engineering today to see actual uses and demonstrations.



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Product Spotlight

IC-F50V from ICOM

Introducing the revolutionary F50V- which is both a two-way radio and voice pager. Two devices in one compact package. It has voice storage, vibration alert and is waterproof!

Features:

- Vibration alert
- 8 minute voice recorder
- Dust-tight & waterproof protection
- Lightweight Li-Ion battery



A Letter From The President



As I sat down to jot this article, it started in one direction, but took a different turn. It was going to focus on the rampant rise in gas prices, the sluggish economy and the pending election. Yet as things often happen, my focus changed as I found myself watching the rising river levels, viewing pictures of the flooded streets, and listening to the human-interest stories of the lost homes and neighbors helping each other.

While tragedy is certainly not unique and certainly not in this season, with earthquakes in China, cyclones in Burma (Myanmar), heat waves on the east coast and wildfires in California, it just seems like Midwesterners take their challenges in stride.

I watched the stories of people wandering down to see the rising river seeing others filling sandbags. They decided to help out, and twelve hours later they were still helping. The expressions on the faces of those affected were of determination, rather than that of despair. Everyone seemed to pitch in, rather than sit on the sidelines watching and wondering when help was going to come from the government. I simply think it is our culture, our attitude and our resolve.

It appears that there will be more counties and towns affected by this flooding than during the "500-year flood", only a mere fifteen years after the 1993 flood; yet we appear more confident and prepared. I believe that we will clean up and bounce back – quicker than we did after the 1993 flood. It also shows we learned lessons, made adjustments and continued to improve our planning.

As a company we have helped by providing communities and organizations that are helping with both flood prevention and relief with communications via additional

two-way radios, cellular phones, spare batteries and chargers. We also put in place backup systems that local public safety organizations could use if their systems fail or become unusable. We always want to be part of the community and strive to help wherever we can, whether on the front lines filling sandbags or in the background helping with redundant communication systems.

Hopefully, before the summer gets too far along, better weather will grace us and we can sit back and enjoy some of our great festivals, sporting activities, concerts, golf tournaments, fairs, races and farmer's markets.

Thanks for your business, and we'll talk to you next quarter.

Mark Clark

Summer Events Count on Communications

Event coordinators from around the state will be depending on two-way radios from Electronic Engineering as they handle all the behind-the-scenes logistics of their events.

Here are some of the events we'll be supporting this summer:

- Des Moines Arts Festival
- Hy-Vee Triathlon
- John Deere Golf Classic
- Iowa Games
- National Balloon Classic
- Cedar Rapids Freedom Festival
- Winnebago Itasca Travelers Rally

Rent two-way radios and accessories from the Electronic Engineering location nearest you.

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Marshalltown (641) 752-0778	913 Iowa Avenue E. (800) 345-2540
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Davenport (563) 322-0981	1354 W. 4th Street (800) 322-0981	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fremont (402) 727-5115	339 N. Broad Street (800) 427-2185	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702

Outdoor Warning System Key for Evacuation Plan

Being able to alert employees to evacuate a plant or take cover because of severe weather is critical for all organizations. For the Gillotti Company, who has eight outdoor buildings spread over 26 acres, effective communications during an emergency situation is a must.

After evaluating the situation and inspecting existing equipment and cables, Electronic Engineering recommended installing a Sentry Outdoor Industrial Warning Siren.

“The siren is a smaller version of a tornado siren and it’s recommended for industrial plants,” said Bill Cronin, Executive Vice President of Electronic Engineering. “Because of its power, the siren was custom ordered with special baffles to control and direct the sound when set off.”

As part of the evacuation system, a special



remote radio receiver was ordered to give Gillotti different alert sounds: one to signal “take cover” and another to “evacuate.”

Additionally, Electronic Engineering installed a wireless radio controlled “push button” on the receptionist desk to activate the siren.

Once activated, the siren will automatically run for two and a half minutes, at which time a Gillotti employee would then activate the “evacuate” or “take cover” signal. To assist the employees to hear the different alerts, one is a “honk” sound used to “take cover” and the other is a “staccato tone” for “evacuate.”

Electronic Engineering has been providing city and county wide warning systems for years. This is an example of an on-site solution. For more information, contact your nearest Electronic Engineering location.

Grand View College Enhances Emergency Response System with Digital Two-Way Radios

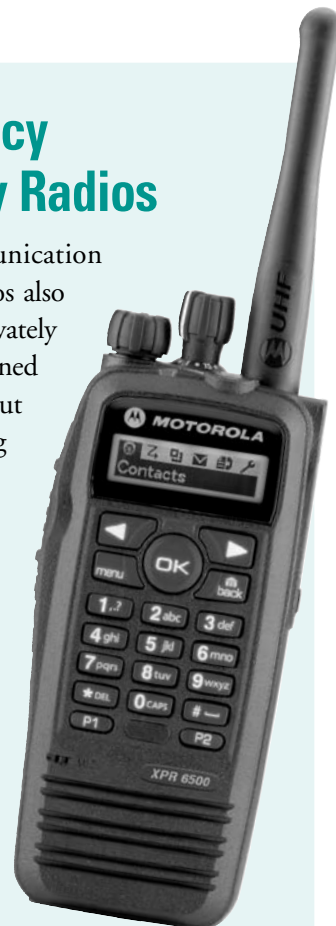
Like every college and university, Grand View College in Des Moines is always looking for ways to keep their students safe. Recently Grand View purchased the latest in digital two-way radios which provides improved audio clarity, longer battery life and integrated data applications—like text messaging.

Grand View College has provided each resident assistant (RA) with a MOTOTRBO two-way radio to improve their campus security system and its emergency notification system. So if a situation arises in a dorm or at a campus building they’re able to respond quickly.

“One of the benefits of the MOTOTRBO repeater is that it creates two digital talk channels from one analog channel doubling capacity,” said Kevin Bailey, Electronic

Engineering Communication Consultant. “The radios also have the ability to call privately another radio, or a defined group of people, without the entire group hearing the conversation.”

Grand View has also discovered that they have even greater two-way radio coverage than they ever imagined. Maintenance workers are now able to travel off campus and still be reached instantly.



Electronic Engineering Employee Profile



Name: Kat Moses

EE location: Cedar Rapids

Job title: Customer Service

Job history: I moved from Tucson, AZ, back to Cedar Rapids in 1987 and started working for Sunsource/Fauver (a hydraulic/pneumatic distributor) as a data entry clerk, then billing clerk, then purchasing and finally an inside sales person. I was hired to work for Electronic Engineering in 1999.

My first "real" job: After many babysitting jobs in my teens, my dad hired me to work as a receptionist for his appliance repair & sales business.

Recent accomplishments: With inventory coming up, I made sure all the pagers were read, tested and cleaned and put back on the shelves before we started. It really made inventory go much smoother this time!!!

The toughest part of my job: Staying on top of what promotions we have going. We are agents for both U.S. Cellular and i wireless, and I don't always feel that I have enough time to read all the material that comes across my desk.

Someone I admire: My mother. She has always been there for me. When my daughter and I moved here from Tucson, she let us stay with her for nine months until I bought our home. She is the best cook/baker in the world and has passed down her recipes and style.

Something else I'd like to accomplish: I have always wanted to write children's stories and have my talented daughter illustrate them.

Something about me not everyone knows: I have been riding motorcycles/dirt bikes since I was seven or eight years old. Today I own a 1992 Honda Night Hawk.

About my family: I have two wonderful grandchildren! Michael is three and a half and Adara is one. They live with my daughter Cassy and her husband Chris here in Cedar Rapids. I frequently get to have them for overnight visits.

Outside interests: I enjoy reading, writing, riding my motorcycle, going to dinner with my friends and spending lots of time with my grandbabies!

Favorite vacation spot: Marietta, Georgia. My friend Cheryl lives there and we enjoy going to the Renaissance Fair together.

If I had a different job: I would like to be a stand up comic. But I would prefer to do that sitting down. Ha ha!

Words you live by: Be who you are. If you be who you're not, then you're not who you are!

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Can You Guess the Year?

- The U.S. launches the Vanguard 1 satellite.
- Velcro's trademark is registered.
- F-104 Starfighter sets a world speed record of 1,404.19 mph.

Think you know the year? E-mail your answer to contest@connectingyou.com. Every correct entry received by July 31 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last quarter's winner:
Kevin Hesson, Vinton, Iowa

Kevin correctly guessed the year 1970.



Save Money With Our Private Line of Two-Way Radio Batteries!

We know how much you depend on your two-way radios to stay in constant communication with your team. That is why we offer you a quality alternative to genuine OEM Motorola two-way radio batteries. Our private line will deliver the durability and workmanship you've come to expect from Motorola batteries, and it helps you save money.

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- Rated 2nd behind genuine OEM Motorola batteries
- Six popular models available
- 12-month warranty

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06/08

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.