

CONNECTIONS

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SMART GPS System Scores A Decisive Win

For over a year now Electronic Engineering has provided a Vehicle GPS product to customers to help manage their vehicular fleet and reduce wasted idle times, unneeded trips, and provide better maintenance on their vehicles.

This “Smart GPS technology” provided by Networkfleet is cellular based, and provides real time information to companies of the vehicle location, speed and gasoline consumption, as well as historical information such as driving histories, mileage and routes taken.

Over the last year, the system has evolved to include:

- Continual updating of the street and highway maps
- Addition of service in Canada and parts of Mexico
- Google Earth overlays, showing buildings, homes, driveways, parking lots, even trees
- Geo-fencing, in both circular and multi-sided polygons
- Addition of sensors, to monitor events of the vehicle
- Enhanced roadside assistance, to include larger vehicles
- Low cost model to handle, non-vehicle applications

All these features were designed to bring added savings to a customer’s fleet of vehicles.

In July, Networkfleet declared

Electronic Engineering a Platinum Partner because of its growth, commitment and understanding of the product. Timothy Payne, Eastern US regional manager for Networkfleet, says that, “Electronic Engineering is one of our shining stars, and Electronic Engineering will be one if its leaders for the strong growth of Networkfleet service in the coming year.”

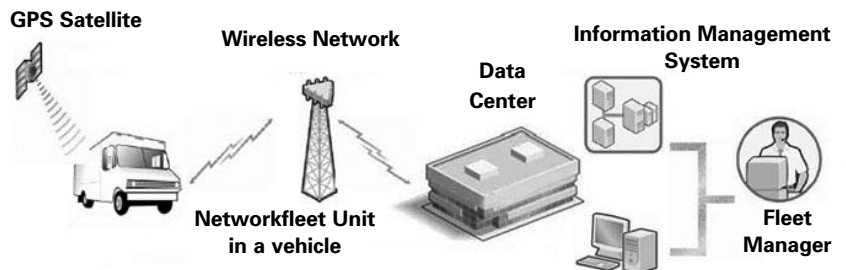
This next generation of Smart GPS tracking, has a patented connection which all engine related diagnostics are passed directly to a web based monitoring program, allowing the latest vehicle status to be delivered in user friendly design to a manager. Email alerts also notify more serious vehicle problems, and even maintenance alerts to remind the user to change the oil and other related scheduled services.

“We have had several customers (including Electronic Engineering) that tried GPS solutions in the past, many with

a very bad experience,” said Mark Clark, EECo president. “They have been reluctant to try another solution. Those who have tried this new Networkfleet solution have been amazed at how far this next generation has come, and have been quite happy: as the reasons they tried GPS solutions in the past, can now be successfully realized.”

Another reason that the number of customers has grown quickly is that EECo has a full service monthly program that allows customers to install this product without having to invest several thousand dollars in equipment. Monthly savings in gas, labor, and time – easily make the monthly payments, with money left over to add to a company’s savings (and bottom line).

Smart GPS could be the biggest tool your company could use to combat the specter of high gas prices. Contact Electronic Engineering to see actual uses, a demonstration, or a pilot program for your fleet.



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Product Spotlight

MiFi™ 2200 by Novatel Wireless

Get a pocket-sized personal hotspot so you'll always be connected. It supports up to 5 Wi-Fi enabled devices, and you can share your high-speed connection with friends, family and co-workers.



Features

- Intelligent connector-less mobile hotspot
- Universal Wi-Fi compatibility
- 3G speeds where available
- Mobile Wi-Fi hotspot
- Web browsing capable

A Letter From The President



Is that light we see at the end of the tunnel? Have we reached the bottom, and are we headed back up from this challenging economic time?

The Dow is up 3,000 points since early March, and keeps trying to break 10,000. Maybe by the time this gets published it will have crossed that mark. Several indicators seem to indicate the worst is over, but it will be a long time before we might be happy again.

I think we have all changed the way we think. Much more cautious, much more risk adverse, much more “what is the downside,” rather than concentrating on “what is the upside.”

The last several years brought a new breed of “gamblers” who would try a new product or service. If it doesn’t work, that is OK, they just discard it and try something else. But today, we are more “prove it,” and if it is not a sure thing, then maybe we should not risk it. We are more conservative, certainly less risk taking. It is easy to make quick decisions when you can get 80-85% of them correct, accepting some less than optimal results for the sake of faster decisions. Though upon reflection, the last few years the “winning percentages” might have been at best 50-50.

Even when it comes time to bring people on board for open positions after there has been a reduction, let’s think about it, then think about it again. No one wants to have to eliminate a recently filled position.

Certainly the free flowing, try-anything attitude of prior years is gone (probably healthy), but the ultra-conservative attitude that is prevalent today is causing a good part of the slow growth and recovery. When will it change? My thoughts, we are still in times of tough (tight) credit opportunities, and as credit, loans and lines of credit are difficult to obtain, renew or increase - this very conservative

attitude will remain. No financial institution wants to or will take on credit unless it is a 95-99% right decision, and since there are not many “sure things,” it will continue to stay tight. That is the way I see it for the next 12-14 months.

Thanks for listening and we will talk to you next quarter.

Mark Clark

Do You Text and Drive

If you text while driving, you might want to change that habit. According to recent studies done on the possible dangers associated with texting while driving, here are the risks:

- Texting took a driver’s focus away from the road for an average of 4.6 seconds — enough time to travel the length of a football field at 55 mph. (Virginia Tech Transportation Institute study)
- Text messaging and using iPods caused drivers to leave their lanes 10 percent more often. (Clemson University study)
- 61 percent of teens admit to risky driving habits. Of those, 46 percent say that they text while driving. (AAA and *Seventeen* magazine survey)
- Truck drivers who texted were 23 times more at risk of a “crash or near crash event” than their less distracted peers. (Virginia Tech Transportation Institute study)

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Davenport (563) 322-0981	5107 B Tremont Ave. (800) 322-0981	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702

Tait Radio Communications Selects Electronic Engineering as Their Authorized Midwest Dealer

Tait Communications, based in Christchurch, New Zealand, is known for creating two-way radios that perform in the most demanding environments. They are now entering their fifth decade of building and installing two-way radio systems for public safety agencies throughout the world.

“We couldn’t be more excited to offer Tait two-way radios. They design, engineer and manufacture everything in-house so equipment can be easily customized for our customers,” says Mark Clark, president of Electronic Engineering.

“This new two-way radio product will give our customers more solutions to stay connected and work more efficiently.”

One of the benefits of the Tait P25 two-way radio is its dual modes and ability to provide seamless per-call switching between existing analog and digital, making two-way radio upgrades future-proofed with a phased migration for customers. This allows costs to be staged and, in the process, maintain interoperability between public safety agencies throughout a multi-agency metro area, county or state.



“When it comes to two-way radio solutions, Electronic Engineering has the experts and products to provide connections you can count on, which

made it possible for us to become the Authorized Tait two-way radio dealer in the Midwest,” says Clark.

Tait products and solutions are based on global open standards and can be integrated with a wide range of dispatch consoles,

mobile data, AVL/GPS platforms and other third party solutions.

Learn more about Tait two-way radios by stopping by your nearest Electronic Engineering.

FCC Mandate Radio Users Licensing Changes

Most current two-way radio users and systems use 25 kHz-wide channels. The Federal Communications Commission (FCC) has mandated that all licensees using 25 kHz radio systems migrate to narrowband 12.5 kHz channels by January 1, 2013.

This mandate is designed to allow for twice as many two-way radio frequencies. Failure to make this change will result in the loss of your FCC license.

This change will need to be accomplished sometime over the next four years. Waiting until Dec. 2012, is not in anyone’s best interest. Electronic Engineering will help with license modifications, reprogramming and migration paths that make the transition relatively easy.

Virtually all of the two-way radios Electronic Engineering sold to its customers over the last ten years are capable of being reprogrammed to accommodate this 12.5 kHz mandate.

Watch for future information in future newsletters regarding your options and information on this federal mandate.

Don’t Delay – Sign Up Today! You Could Save a Life

Saving and transforming lives nationwide through organ and tissue donation, transplantation and education is the mission of the Iowa Donor Registry. Electronic Engineering is proud to begin another year as the corporate sponsor for the Iowa Donor Network, providing free pagers to all patients waiting for transplants, making monetary contributions and promoting the donor registry at every EE office.

Help us support the Iowa Donor Network – register today to be an organ donor.

Stop by any one of our locations for a form, click the link on our Web site or go to the Iowa Donor Registry Web site at www.iowadonorregistry.org.

Electronic Engineering Employee Profile



Name: Sarah Cochran

EE location: Des Moines

Job title: Repair Technician

Job history: I've worked at Electronic Engineering for 16½ years – since January 1993. Before that I worked for: a short line railroad, was self-employed in the arcade game/vending machine/jukebox industry, worked for an arcade game distributor, was a faculty assistant, a dental assistant, a secretary and did a

stint with Taco Johns.

My first "real" job: Detasseling for Pioneer. My neck got so sunburned the first day!

Recent accomplishments: I earned a USMSS technical certification on March of 2008, and a BSTM (Bachelor of Science, Technical Management) degree in June of 2008.

The toughest part of my job: Learning new technologies and systems while maintaining old ones.

Outside interests: Ricky's activities, Hoover Band Boosters, baseball/Cubs baseball, Hawkeye football, Steeler football, hanging out with friends, hiking/exploring the great outdoors, reading, music, gardening, landscaping, taking time to "stop and smell the roses."

About my family: Two kids, Jennifer (23) and Ricky (15). My Dad lives close by and I have a younger sister.

Something else I'd like to accomplish: I recently have been able to cross several things off my "Bucket List". I would like to be able to do more of those things.

Something about me not everyone knows: I took classes several years ago and learned to tie fly fishing flies. I have also used those skills to create some jewelry pins.

Someone I admire: My maternal grandmother, and my mother are tied for that honor. My Grandma because she learned to drive and take care of herself after my Grandpa died unexpectedly of a heart attack – she was strong and resilient, and never let that misfortune get her down. She obviously passed that strength on to my Mom – who needed it during a 25-plus year fight with cancer, while living her life to the fullest. They both taught me to fight like a girl.

Favorite vacation spot: This one is a tie – Mesa, AZ in March to watch Spring Training baseball games, and the Black Hills area of South Dakota in the summer.

If I had a different job: I might go back to railroading (it really does get into your blood). Otherwise, it would be something detail-oriented. I make lots of lists and compulsively track details. I like information organized and easily accessible.

Can You Guess the Year?

- Two-way radio communication developed for military use
- The World's Fair opened in New York
- Regular television broadcasts began in the United States

Do you know the year? E-mail your answer to contest@connectingyou.com. Every correct entry received by November 30 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last quarter's winner:
Sylvia Buterbaugh-Baker, Des Moines

Sylvia correctly guessed the year – 1976.

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Thieves always leave a trail. With a CCTV system, you'll have all the evidence you need.



As a business owner, you're always looking for ways to reduce your exposure to risks such as shoplifting. Such losses can significantly impact your bottom line and your ability to grow. For just a few dollars a day for three years, you can have the peace of mind that you're always protected.

At Electronic Engineering, we've been helping businesses with security challenges for more than 35 years. Don't lose any more revenue, stop in today.

Benefits:

- 24/7 video surveillance
- Reduce inventory shrinkage
- Improve workplace safety
- Increase employee efficiency and accountability
- Decrease potential theft

Electronic Engineering

Connections you can count on.™

www.connectingyou.com

10/09

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