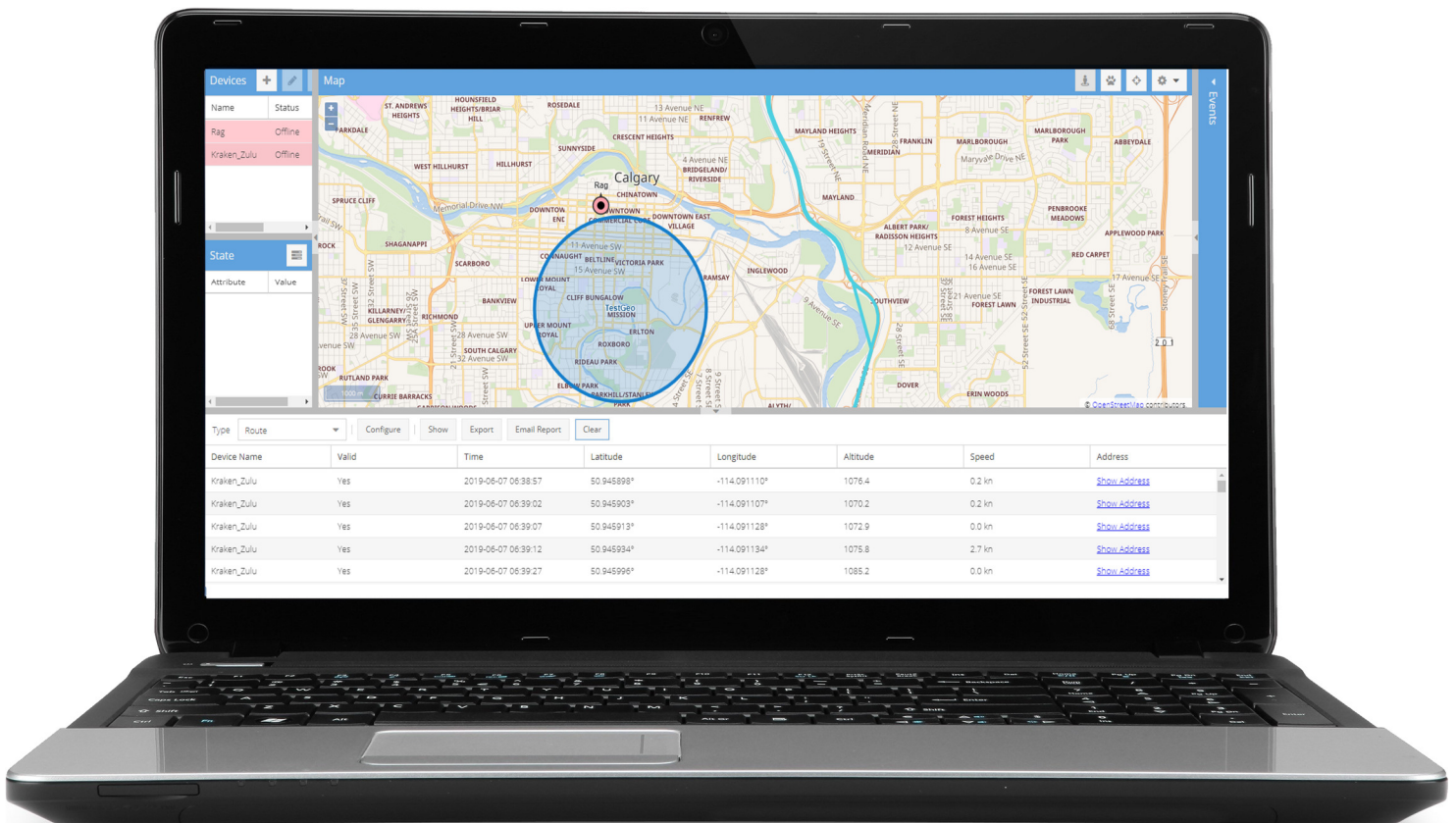# Back To School ™

The Bus Tracker

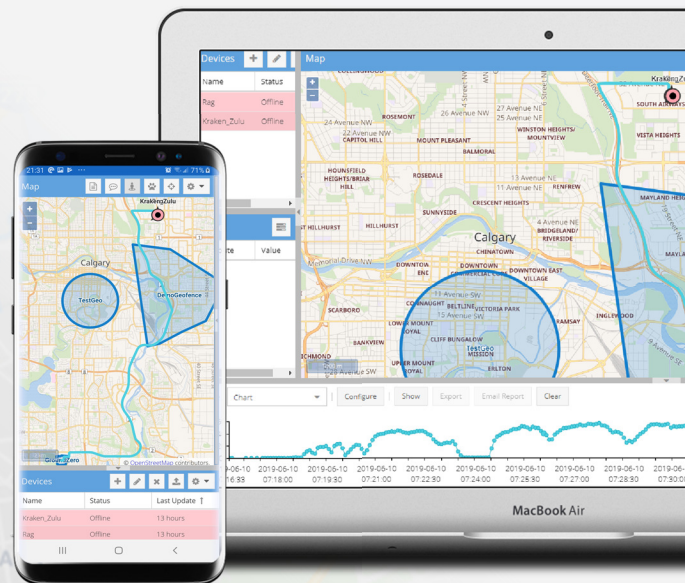**Protect your most valuable asset - at your finger tip**

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Do you really know where your kids?

Travelling on a school bus is one of the safest way to travel to school. But getting an accurate time of picked up or being dropped off requires some level of expertise in estimation and future prediction. How many of us have waited out in the cold to drop off your kid or used up all your data plan just waiting for the school bus.

Back To School Bus Tracker™ is a tiny, low power device that will provide you with a real-time location of your school bus so you can capitalize your time doing thing like… making your favorite cup of cappuccino or catching up that last few minutes of that drama series before heading our to pick up little Timmy…. Or would you rather than waiting out there in the cold and dark. I know what I will be doing.

Peace Of Mind

- Receive real-time GPS location of the bus
- Minimize waiting for bus out in the elements
- Know if your bus is going to be delayed
- Have a complete peace of mind by knowing where your children during their journey to and from school

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Real-Time Asset Tracking System Designed Specifically For Your Fleet

Tracker
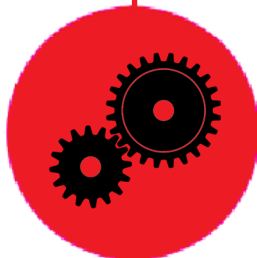
Low powered and compact device acquiring all the information about your rental equipment and updating your database in real-time.

SCHOOL BUS

Bus Information

Up-to-date information about your rented asset information.

- Exit and entry of geofence
- Speed of travel
- Battery level
- Distance travelled
- Start and stop (moving) date and time
- Fuel level (OPTIONAL)
- Ambient temperature (OPOTIONAL)
- Alert beacon (OPTIONAL)
- Emergency Pushbutton Notification (OPTIONAL)

Asset trackers can not only increase safety, but also help resolve incident with solid evidence based resolution, which can be beneficial for both large school bus fleets and small business owner-operators. Over the next few years, having an asset tracker will become a norm… like wearing your seat belt before driving off.

Protect your asset against abuse and mismanagement

Safe Commute

Parents will be able to know the whereabouts of their kids and track their route at any time using the on-board GPS tracking technology. Parent can constantly monitor on each and every movement of the school bus through the live map.

Parents can be notified with the exact location of the school bus

Live Notification Of Unexpected Inconveniences

In the event that the school bus experiences break-down, delay due to traffic jams or be effected by natural hazard, parents can be kept updated with the latest development so that they will be in a better position to make alternative arrangements or take any other corrective actions that deem fit.

Monitors Driver Behaviors

Breaking traffic safety rules such as speeding and hard braking places children at risk. These bad driving behaviours can be tracked and notified to the fleet managers, after which the driver can be coached proactively and immediately.

Peace Of Mind

Safe transportation of school children is a great concern for parents and school administrators alike. As parents, they are inclined to trust the school authorities with respect to their compliance with the various aspects of operating the vehicle as well as a sense of responsibility. And given the complex situation of managing different groups of drivers at different localities poses a challenge to the school managements. With "*Wheres My Ride*", the job becomes simple as the parent can monitor the school bus every step of the way.

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Specifications

Model	Back To School - The Bus Tracker
CPU	Arm Cortex M4 Microcontroller
GPS	Built-in (16 channel GPS with antenna)
Cellular	3G u-blox SARA U-series (with antenna)
Sensor	Built-in 3 Axis Accelerometers
Power	12VDC—24VDC, 0.5A (max)
Power Consumption	0.35A avg @ 12VDC Actual power consumption varies depending on environmental condition
Backup Power	Li-Po backup battery
Temperatures	Operating, -18°C to 65°C (0°F to 149°F) Storage, -20°C to 80°C (-4°F to 158°F) High Temperature Cutoff, 80°C (176°F)
Certifications	FCC, IC, CE, TELEC, RoHS, PTCRB, GCF, UL
Customizable IO (CIO)	14 Digital Inputs / Outputs 14 Analog Input / Outputs Customizable IO (CIO) will allow you to communicate to the real world device such as, reading fuel gauge, ambient temperature, turn on beacon, just to name a few…. Right from the comfort of your office or mobile device.
Management Software Functions	Geofencing (entry and exit date and time and location) Speed of travel (date and time stamped an exact location) Battery level Distance travelled
Alert Notification	Email Text Message Alert notification can be customized for any situation (such as exceeding speed limit, exiting geofencing, just to name a few)
Historic Storage	Historical data can be seamlessly stored in following location - Cloud 1. Amazon Web Services 2. Google Cloud Platform 3. Microsoft Azure 4. IBM Cloud 5. Rackspace Cloud 6. VMWare Cloud - Corporate webpage database - Local corporate computer
Reports	Built-in monthly asset usage and travel report Customized report can also be built.

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Peace Of Mind

Today's modern fleets need to be digitally connected to communicate with the backroom systems to ensure safety, productivity and profitability. Our vision is to provide fleet owners with the information to help them make smarter decisions that deliver the lowest total cost of ownership, and at the same time preserve safety and integrity of your clients and assets.

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