



## **Alexandria Yellow Upgrades to the Series 9008 Mobile Data Terminal *Fully Featured Terminal will Optimize Driver Efficiencies & Business Analytics***

**Ottawa, Canada & Alexandria, VA, March 13, 2009** – Mobile Knowledge and Alexandria Yellow Cab today announced the completion of agreements to upgrade a substantial percentage of the Company's fleet of more than 300 vehicles from the Series 4000 legacy Mobile Data Terminals to the latest Series 9008 MDT from Mobile Knowledge. The new units will be introduced over a period of months, running seamlessly on the Company's Cabmate Dispatch system, in parallel with Series 4000 Legacy and Series 2000 terminals on the road today.

The Windows CE based Series 9008 as delivered will be equipped with an integrated TaxiMeter (certified by the US Bureau of Weights & Measures) along with turn-by-turn navigation using the latest Destinator Navigation software application from Intrinsic Software. The Series 9008 will be a boon to both Drivers and Management, offering a fully integrated platform with unparalleled features and functionality.

Drivers will benefit from the added security and efficiency of automatically receiving turn-by-turn directions from their current position to either a pick-up or destination address while Management will gain valuable insights into the Company's operations so as to optimize service levels to both Members and Passengers.

Mr. Rhett Buer, President of Alexandria Yellow commented on the upgrade, "Mobile Knowledge has been a trusted partner to us for many years. We have recognized significant return on investment from our original terminals, and we are excited to be moving forward with this latest technology. The new MDTs will minimize the amount of equipment in our vehicles and maximize the degree of connectedness between our Drivers and Dispatchers so that we can service our clients in the most expeditious and courteous manner possible."

The large 8 inch VGA color touch screen of the Series 9008 provides drivers with a graphically rich and intuitive multi-windowed interface. With a single glance, a driver can monitor the fare amount (including extras), progress along a route, activity in the service area, and important messages from the dispatch center. This dramatically reduces the degree to which the Driver needs to interact with the system maximizing attention on the road.

Mobile Knowledge Chief Operating Officer, Mr. Kevin French expressed his appreciation, "Alexandria is the dominant player in its market as a result of strong Management, high standards of service, as well as a progressive approach to technology implementation. We are fortunate to have enjoyed a relationship with Alexandria Yellow for more than 12 years, and are committed to their future success. We look forward to supporting this upgrade and to establishing another showcase for our latest products in the vibrant Capitol region."

Though initially being deployed on the Company's VHF & UHF data channels, the Series 9008 can optionally communicate over the GPRS or 1XRTT radio networks operated by AT&T, Verizon and Sprint. In fact, the latest software for the Series 9000 MDT allows simultaneous use of both Private and Public radio networks depending upon network availability and message frequency. In this manner fleet operators can enjoy the best of both worlds while minimizing the amount of data consumed on the public channel.

### **About Mobile Knowledge**

Mobile Knowledge uses GPS and wireless communications technology to deliver advanced mobile data solutions for commercial taxi, limousine and transit applications. Building on global customer relationships and over 20 years of experience in the for-hire dispatch market, Mobile Knowledge offers a highly flexible product suite to help fleet management businesses improve their productivity and generate new revenue streams. Through comprehensive system design, implementation, training, and support services, Mobile Knowledge ensures seamless integration and maximum return on investment for its customers. For further information, please visit us on the web at [www.mobile-knowledge.com](http://www.mobile-knowledge.com).

# **Mobile Knowledge**

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