

# Mobile Knowledge

## **Diamond Taxi of Montreal Selects Mobile Knowledge**

1,000+ Vehicle Fleet to be Equipped with Latest GPS & POS Enabled Mobile Computers

**Ottawa ON & Montreal QC, July 20<sup>th</sup>, 2009** - Mobile Knowledge ("MKC") is pleased to announce that it has entered into agreements with Diamond Taxi to replace the Company's existing computer assisted voice dispatch software with the fully featured eXpert Dispatch System ("XDS") including the Windows CE based Series 9008 Mobile Data Terminal ("MDT"). Call information will now be transmitted wirelessly to the driver's screen rather than by conventional voice methods.

Operating as five distinct fleets, including Diamond, Candare, Royal, Taxi Diamond de l'Ouest and Veterans, the initial deployment of approximately 1,000 vehicles will enhance the fairness and efficiency with which jobs are distributed by leveraging the advanced GPS based dispatch methodologies available in XDS.

Data dispatch systems have been in wide-spread use throughout Canada and the U.S. for decades. However, until recently, long-standing provincial regulations prevented installation of such systems in Quebec. Diamond will be the first in Montreal to implement this type of a system to the benefit of its drivers and passengers, solving many of the chronic problems which have frustrated stakeholders for years.

With the new System, passengers can expect:

- Consistently rapid service facilitated by GPS based dispatch of the most appropriate vehicle for their location
- Fewer delays in ordering a cab even during peak hours and poor weather conditions
- A peaceful , distraction-free experience, with the elimination of noisy and disruptive voice radio chatter
- Protection of confidential information - only the driver assigned to a call receives customer details
- The flexibility to pay via cash, credit or debit card with a printed receipt for expense management

Drivers will also see improvements to their business:

- Fare details will only be sent to the assigned driver, eliminating the potential for trip stealing by unethical competitors
- Income will improve as more trips per shift will be possible, and less kilometers driven and fuel consumed as a result of the GPS based dispatch process
- GPS tracking will make an important contribution to driver safety. In case of emergency, drivers can use a hidden panic button to silently alert the dispatch office. The satellite tracking device will instantly transmit his location. On-board advertising of this GPS capability will act to deter potential criminals.
- GPS mapping, installed in each car's MDT, will provide drivers with turn-by-turn directions to the pickup address, and/or to the client's destination.

A reduction in the number of "dead-miles" achieved from the use of GPS based dispatch will have a positive environmental impact upon the City of Montreal as a whole, with expected improvements in traffic congestion and lower green-house emissions.

Other features of significance to the project include the ability to issue and manage Private Label/Gift Cards, Interactive Voice Response (IVR) and Internet based booking, along with text messaging of confirmations to passengers using mobile phones.

As one of Canada's largest fleets, and the single largest operator within the Province of Quebec, Association De Taxi Diamond De Montréal has some unique challenges and some very specific business requirements. Mobile Knowledge recognizes this as an opportunity to work with a premiere service provider, and to build upon the strong foundation of the XDS software to the benefit of the entire XDS user community.

Mr. Dominique Roy, President of Diamond commented on the selection of MKC, "With over 850 members and 2,500 drivers who rely upon our dispatch services every day, choosing the right solution provider was of paramount importance. Our goal was to select the system that will position our Members for maximum advantage amongst other Montreal fleets. We researched alternatives from around the globe, ultimately selecting Mobile Knowledge on the basis of its strong technical reputation, feature-rich products and willingness to work with Diamond as a partner rather than simply a vendor."

Mr. Roy further explained, "One of our reasons for choosing the Mobile Knowledge system is the potential to offer our dispatch services to fleets outside of Montreal. Other operators can benefit from our call-center and technology infrastructure without having to make such an investment themselves. The Mobile Knowledge system allows us to pursue such relationships, providing flexibility as to which wireless service and which model of Mobile Data Terminal can be used for any given service area."

Mr. Kevin French, President of MKC explained the significance of this partnership, "Quebec is an exciting market for many reasons, not the least of which are the recent changes to regulations that now permit Mobile Data Terminals in taxis. Diamond is one of a very select group of operators within Canada with more than 1,000 vehicles, and we take great pride in the fact that all three fleets in this echelon are now using Mobile Knowledge dispatch technology. It is our goal to ensure that the Diamond system shines as a marquis example of what we can offer service providers not only in Quebec but throughout the world."

Located just across the Ottawa River from Gatineau, Quebec, Mobile Knowledge is geographically well positioned to support Diamond and other fleet operators within the Province. To learn more of how Mobile Knowledge can work for you, please contact [sales@mobile-knowledge.com](mailto:sales@mobile-knowledge.com) or Toll Free at 866-624-5330.

## **Diamond Taxi**

Diamond Taxi is the largest provider of dispatched taxi services to the City of Montreal and surrounding areas. Founded in 1922, Diamond currently operates more than 1,000 vehicles under five distinct fleets. Diamond Taxi and its members provide only the highest level of private transportation services to the more than 3,500,000 residents and visitors to Montreal every year. For further information, please visit us on the web at [www.taxidiamond.com](http://www.taxidiamond.com).

## **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 30 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).