



## **Greater Birmingham Transportation Selects Series 2008 as Platform for Growth**

*Consolidates Regional Call Centers into a Central Call Center Leveraging Verizon Public Data Network*

**Ottawa, Canada, March 21<sup>st</sup>, 2011** – Mobile Knowledge Corp. (“MKC”) is pleased to announce Greater Birmingham Transportation Services’ recent selection of the Series 2008 Mobile Data Terminal as its in-vehicle technology of choice. The Series 2008 has been installed throughout the Company’s holdings in the U.S. South, including Birmingham (AL), Little Rock (AR), Clearwater (FL), and most recently, Winston Salem (NC).

The Series 2008 MDTs as deployed by Greater Birmingham leverage the Verizon 3G network for wireless data communications to and from the company’s centralized communications center. USB modems from Verizon plug into one of two USB ports available on the Series 2008, reducing vehicle installation times and delivering exceptional performance with respect to coverage and connectivity relative to conventional Private Mobile Radio data communications. The speed of Credit Card Transactions has also fallen from 20 seconds to less than 3 seconds, ensuring Drivers and Passengers can get on with business.

Mr. Ellis Houston, Principal of Greater Birmingham Transportation Services, explained the Company’s selection of Mobile Knowledge as a technology partner. “I have had the opportunity to work with Mobile Knowledge on a number of projects over the past two decades. The strength of their technology and commitment to quality have been hallmarks of these interactions. We have taken things to a new level with the deployment of the Series 2008 and are already benefiting from the advantages it provides with respect to cellular network data communications and passenger driven payment processing in the back seat.”

Mr. Houston has the distinction of being a past President of the Taxi Limousine & Paratransit Association (“TLPA”) and a past recipient of the TLPA’s prestigious Taxicab Services Operator of the Year award. He is leading a trend amongst tier-one operators to either acquire, or provide dispatch services to fleets in other geographic territories, leveraging the call center infrastructure and operational expertise developed in his own markets. Mr. Houston is recognized throughout the industry as an innovator and technology evangelist and is highly respected for the operational efficiencies he has achieved across his companies.

Kevin French, President of MKC expressed his appreciation of this endorsement. “Mobile Knowledge prides itself on a network of positive references. Few have been as vocal in their support as Ellis and his team. We take great pride in the long history we enjoy with marquis accounts such as Greater Birmingham, and highly value the friendship that has formed over the years.”

The Series 2008 MDT has become a gold standard for data dispatch across North America on account of its rugged construction, ease of use and impressive product lifecycle. Purchasers of the Series 2008 benefit from the product’s evolving feature set, tight integration with smart taximeters, printers, Point-of-Sale technologies and the option to leverage either a Private Mobile Radio channel or the 3G/4G cellular network for data communications. The Series 2008 also has an optional Satellite Navigation unit designated the MobileNav that allows a driver to request directions to a pick-up or destination address with the push of a button.

Another major benefit of the Series 2008 is that it is designed for the long term. Clients who purchase the Series 2008 today can do so with confidence knowing they can continue to add to their fleet without the headache of frequently churning hardware observed in the consumer electronics marketplace. Mobile Knowledge recognizes that its clients expect to derive 7-10 years of utility from their Mobile Data Terminals, and has architected its products with this in mind.

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**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).