

BOOST A PHONE

WHAT DOES IT MEAN TO DRIVE GREEN?

KID-FRIENDLY TECH

CONNECTED WORLD



MAR/APR 2011

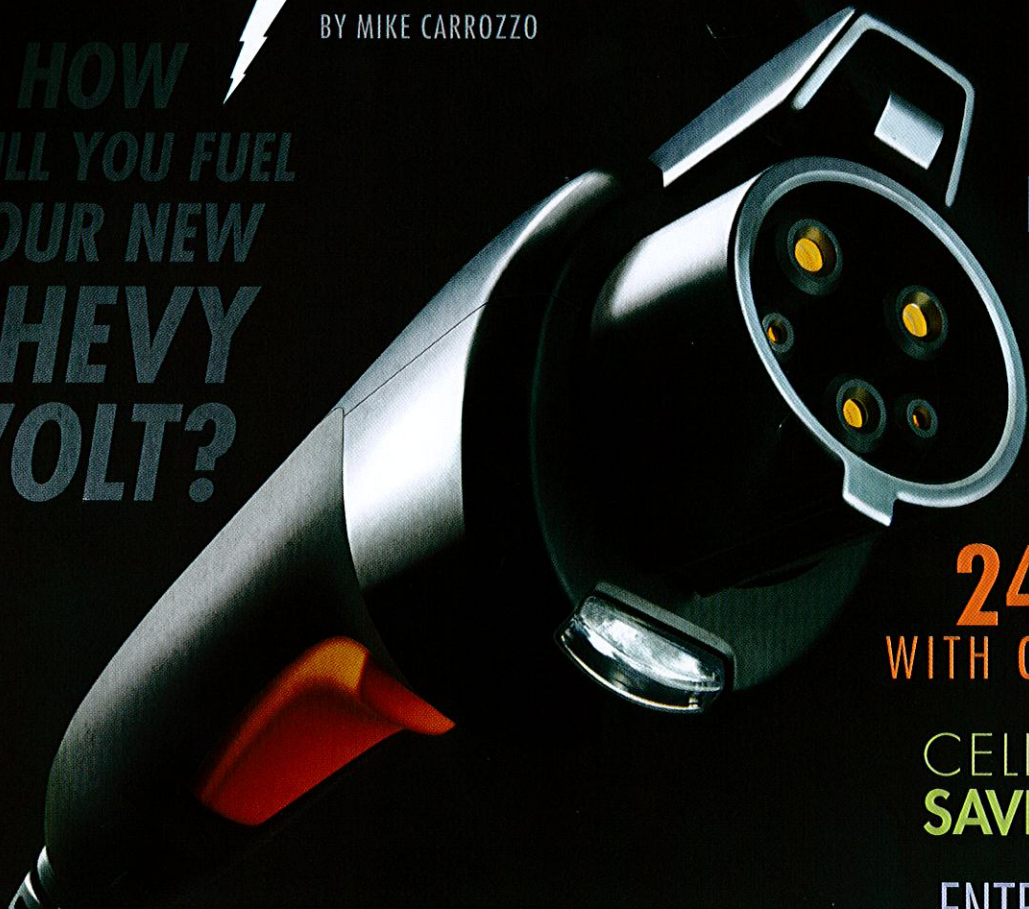
IN CHARGE

BY MIKE CARROZZO

GADGETS FOR HEALTH

STORE OF THE FUTURE

HOW WILL YOU FUEL YOUR NEW CHEVY VOLT?



24 HOURS WITH GALAXY TAB

CELLPHONES SAVE THE DAY

ENTREPRENEURS STEP UP

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Digging Up Profit

The construction industry hasn't historically been a place for technological advancements. But like any industry, a strategic use of technology can improve the bottomline and give companies an edge up on the competition.

That is exactly why Hyundai Construction Equipment, of Elk Grove Village, Ill., decided to offer asset monitoring as a value-added service for its line of construction and material handling equipment. Now, the company's loaders, back-hoes, forklifts, skid-steer loaders, and excavators can be equipped to offer realtime data that can improve productivity, reduce costs, and possibly increase revenues.

Of course, putting high-priced electronics on a construction site doesn't exactly sound practical. But after working with DPL Americas, of San Francisco, Calif., Hyundai found a rugged solution that fit all of its requirements. Called the Titan Equipment Monitoring System, the asset-monitoring solution combines Internet, cellular, and GPS technologies. A metal transponder unit mounted on the equipment wirelessly communicates with a Web-based user interface that allows Hyundai's equipment dealers and users to remotely manage, monitor, and protect their equipment.

According to Tony Nicoletti, director of sales at DPL America, the transponder uses cellular technology to provide realtime information about the equipment, such as location, on/off status, usage and production metrics, diagnostic data, movement alarms,

of their rental fleet. Multiple service counters, with past-due alerts, and notification of a threatening condition on the asset can help keep maintenance and repair costs to a minimum. Reports can also be set up to run themselves and then are emailed directly to the customer's inbox at predetermined times. Managers, for example, can set up an alert every Monday at 6 a.m. to tell them which machines are due for service during the upcoming week.

In addition to realtime locating and remote disable capabilities, theft protection can be executed through user-defined curfews of non-operation, perimeter alerts, speed alerts, and a homing beacon function—all of which notify the owner instantly via email and cellphone.

On-road vehicles can also be monitored for driver productivity, which could reduce fuel and service costs.

Nicoletti says the system empowers Hyundai's dealers and customers to do their jobs better while also giving them a competitive advantage. "By leveraging our expertise and product, they in a sense become a technology company as well, which makes them progressive and forward-thinking in the market."



and unauthorized usage alarm. "Additionally, the manager may 'call' the unit from the software and request an update of this data anytime with a click of the computer mouse," Nicoletti says. "It is almost as if the machine has its own cellphone from which it can call you and vice-versa."

Dealers can use the technology to improve and control billing, collections, service, and protect against theft

Challenge: Finding a rugged asset-monitoring solution that could easily integrate into all of Hyundai's construction and material handling equipment.

Risk: Using advanced technology in a construction environment.

Solution: An asset-monitoring solution that combines Internet, cellular, and GPS technologies in a rugged metal hardware unit.

Payoff: Increased productivity of equipment, improved dealer service, and reduced costs.