
Creativity Software empowers first vehicle tracking service in Afghanistan

The new service is operated by the mobile operator Roshan

Kabul, Afghanistan, 25th January 2010 - Creativity Software and Afghanistan's leading telecommunications provider Roshan, deployed TrackCare, the first location based service (LBS) fleet tracking solution to be implemented in Afghanistan. Creativity Software offer TransportWise as a white label solution which Roshan customised as TrackCare. Roshan has already deployed this ground breaking technology within its organization and has started to introduce TrackCare as a Valued Added Service to its Corporate Accounts. As a mobile network operator, Roshan is uniquely positioned to provide a fleet management service to the full spectrum of businesses throughout the country.

TransportWise is designed to increase revenues, lower capital expenditure, and improve security and cost control - issues which are faced the world over by companies who utilise delivery vehicles. By minimising these issues, TransportWise takes care of common concerns such as route deviation, remote immobilization, tracing of stolen equipment, improved fleet efficiency, staff security and fuel savings.

TrackCare works using the location based service platform provided by Creativity Software. It is based on TransportWise, one of a suite of well established, scalable applications from Creativity Software, and is supported by their robust location infrastructure and flexible middleware. Each vehicle (or person) is fitted with a small tracking device which allows supervisors to monitor the location of vehicles in near real-time. TransportWise provides a sophisticated communications interface which allows location data to be sent by GPRS or SMS over the Roshan network. The location data is then displayed on the web interface – making it available to the fleet supervisor or manager from any location. Geo-fences can be defined and used to generate alerts if a vehicle deviates from pre-defined criteria such as leaving a safe zone, entering a no-go area or exceeding the speed limit, for example.

“TrackCare was launched to satisfy demand in Afghanistan for fleet management services. Whilst there are particular security challenges in Afghanistan, TrackCare can help our customers monitor their vehicles' location and safety, allowing for efficient fleet management, saving time and reducing fuel costs, said Altaf Ladak, Chief Operating Officer, Roshan. “As Afghanistan's largest mobile operator, we can support a nationwide deployment and provide cost effective packages that provide coverage and service support around the clock. We are

pleased to add TrackCare with the support of Creativity Software to our portfolio of innovative product offerings.” The location based service technology provided by Creativity Software allows mobile operators to provide an accurate and reliable vehicle tracking service, in which ever country they operate. This is critical to increasing revenue and reducing costs. The white label solution from Creativity Software provides operators with the flexibility and freedom to brand the solution, strengthening their offering and widening their portfolio, making TransportWise the ideal solution for any mobile operator looking to offer additional value add services to their enterprise customers.

For more information on TransportWise, or to find out about any of the other location based service applications from Creativity Software, please visit www.creativitysoftware.net.

About Creativity Software

Creativity Software is a UK company that specialises in **Location Based Services**. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning **Infrastructure, Middleware and Applications**, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers (e.g. Family & Friend Finder) and enterprises (e.g. Vehicle Tracking, Field Staff Monitoring, Location Based Advertising).

Partnerships with other telecommunication equipment vendors and a strong network of sales agents and distributors throughout the world, give Creativity Software a global presence, with local expertise.

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