

The Emergence of GPS Technology in the Mobile Advertising Industry

Mobile outdoor advertising has always struggled with providing a high quality, yet inexpensive Proof-of-Performance (POP). The very nature of mobile advertising has made it one of the hardest mediums to provide evidence of completion to the end customer. Many operators offer electronic images that can be viewed on their web site, and although this development has improved the efficiency of POP reporting, customers are seeking more thorough and unbiased verification from third parties. The emergence of affordable GPS Tracking Systems over the last few years has been a perfect fit for the problem. This cutting edge technology provides neutral third party POP verification, can help differentiate your company, and offers complete accountability over fleet operations.

Vehicle tracking devices work by reading location information from the GPS satellite network and sending the coordinates and other variables, such as speed and time, back over a mobile data network or by directly downloading at the office. The information can then be accessed by the customer through the Internet, or by a software package. The process may change slightly depending on the type of product and supplier. Vehicle tracking devices come in varying sizes, complexities, and prices. Prices can range from a couple hundred to many thousands of dollars, so you want to be sure to identify your specific needs, and do your research.

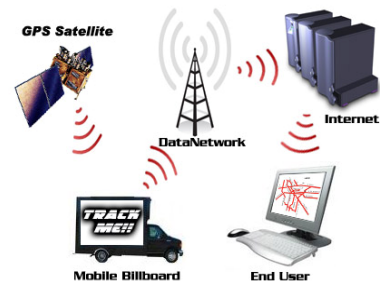
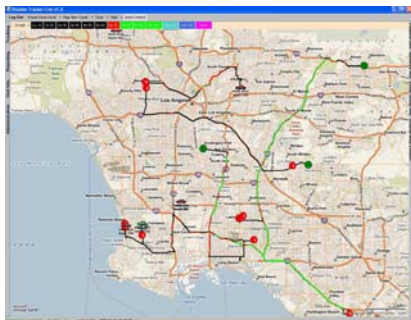


Image courtesy of ATTI®



Maps can display routes, speed, stops, and current locations

Companies like Advanced Tracking Technologies, Inc. offer a wide variety of different types of GPS vehicle tracking systems, all at reasonable prices, and all with helpful information on the basics of each separate product, as well as the best method to use each one. “This technology addresses the needs and concerns of agencies and advertisers. Reliable proof of performance is a must with mobile advertising, and a GPS Tracking system can be the main component of every Proof of Performance report,” claims Marketing Director Ben Van Avery. “Our Shadow Tracker Line offers customers immediate insight into daily activities with detailed data including route maps, mileage, average speeds, stop locations and exact times of all operations over a specific period of time.”

In addition to offering a third party system that provides undeniable proof for your customer, many companies that have adopted this technology have also found an added benefit of better accountability over their own employees. Once drivers realize that the “Eye-in-the-Sky” sees everything, there is no question about strict adherence to company policies. The benefits of GPS tracking technology to customer service and internal operations result in more efficient vehicle use and cost effective service.

The primary focus of every business owner or manager with a mobile workforce is driving cost efficiency, productivity, and accountability. GPS tracking is simply another rung on the ladder of technological evolution. Companies that adopt these technologies become far more effective at time management, increasing productivity; and historically, they turn into the dominant players within their industry.

*For more information on GPS Tracking system contact Advanced Tracking Technologies, Inc.
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