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FOR IMMEDIATE RELEASE

Education Logistics (EDULOG) Announces Groundbreaking Project With the Denton Independent School District for a Fully-Integrated GPS/AVL System with RFID Student Tracking and Mobile Data Terminals

Missoula, MT – January 20, 2010 Education Logistics, Inc. (EDULOG) announced today that it will be implementing the most advanced and complete hardware/software system to this date for school bus tracking, student identification, and real-time integration with routing and scheduling activities. In partnership with the Denton Independent School District (DISD) of Denton, TX, EDULOG will install on 158 school buses an integrated system that will include GPS units, long range RFID readers for student tracking, and mobile data terminals (MDTs) for instantaneous two-way text communication between the buses and the transportation office. In addition to the hardware, EDULOG will provide *EduTracker* software and project management services to incorporate these advanced tracking capabilities with the DISD's existing transportation operation and EDULOG routing and scheduling software.

“Safety and efficiency are the top priorities of the transportation department. And of all the GPS companies, only EDULOG has the complete package to meet these goals,” says Gene Holloway, DISD transportation director. “The other companies have bits and pieces, and they claim that their products can be integrated with our routing and scheduling software, but only EDULOG could prove that they’d deliver what I want: tracking of every student on every bus, MDTs as a back-up for when a student forgot their card and for sending driver directions straight to the bus, and real-time alerts for when a bus is speeding or going off-route.”

“The Denton ISD is a very forward-thinking school district when it comes to managing its transportation resources, and they recognize how critical it is to have a complete system provided by one vendor with all the components integrated with each other,” commented Mike Darling, EDULOG’s president. “For example, there are RFID student tracking systems out there that can tell you when and where a student gets on or off the bus and the name of that student, but that’s as far it goes. But with the EDULOG integration, you can know that and much more: who was supposed to be on the bus but never showed up, who left the bus at the wrong stop and where. Because of this two-way integration with the EDULOG routing and scheduling databases, districts now can have a true real-time dispatch and alert system rather than simply an after the fact review and report tool—and isn’t that really the whole point of student tracking?”

“We’re excited about the student tracking capabilities, especially in how it will automate our head counts for the required state reports, but it is the MDT functions that really separated EDULOG from the other systems that we looked at, adds Holloway. “It’s a fact that every day students will lose or forget their ID cards, and then what do you do? With EDULOG’s MDTs, the answer is simple: just have the driver point to the touch screen and select the student from the passenger list displayed on the MDT screen for the current bus stop. In this manner, every student is counted and recorded, and parents know that we’re looking out for their children.”



Holloway also emphasizes the unique advantages offered by the MDTs as a result of the full integration with the planned routing software. "Because they'll show turn by turn driver directions taken from the routing and scheduling system, the MDTs will be a big help for substitute drivers who might be unfamiliar with that bus's run. And if a run has been changed recently because a stop is no longer needed or a new student needs to be picked up, the driver has access to that information right there in the vehicle."

"The Denton ISD intends to benefit from the full capabilities of the EDULOG system," Darling explains. "Speeding alerts, missed stops, unscheduled stops, excessive idling, buses off course or far behind schedule are all events that the transportation department will be able to monitor and control in real time. When combined with the student tracking and MDT functions and the existing routing and scheduling system, the district will have a true decision support and dispatching system that not only emphasizes best practices and management by exception, but also gives transportation staff the ability to immediately and effectively solve problems as they occur."

"For example, EDULOG's *RunEditor* will be used by the district to gather actual time, location, and distance data that will interface with the planned data in the routing and scheduling system, explains Darling. "No other GPS system has this ability to validate and improve routing and scheduling information—and when this is combined with the EDULOG optimization programs, the result is the most efficient transportation plan possible with the least amount of effort. But the EduTracker system does more than just improve an existing bus plan, it can also be used to automatically create new stop locations, runs, and routes for the transportation system, which is of critical importance to special education routing. Not only will this save the district a considerable amount of time and effort, but it will also ensure that the data is accurate and complete enough to meet regulatory standards. This GPS/AVL automatic data collection can also include driver directions with turns, street names, and distances between points, which is an unprecedented capability in this market. Obviously, the Denton ISD has set a very high standard, and we look forward to delivering a system that exceeds their expectations."

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management in the past 20 years. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for student transportation. In the software realm, *EduTracker* is EDULOG's contribution to a total school district AVL package. *EduTracker* provides school districts with a cost-effective and integrated method of tracking bus locations at all times. With this innovative technology, not only can you have the exact location of any bus displayed on the EDULOG raster map, but the time and location of each pick-up and drop-off can be recorded for route analysis, emergency notification, and accident reporting. Enhanced productivity, maximized fleet utilization, improved safety and security, and increased community service can all result from the EDULOG *EduTracker* system.

EDULOG's approach to student tracking has been to design its GPS solutions to offer clients the ability to select from the complete range of student tracking options. And as with GPS/AVL, the value of a student tracking system can be exponentially increased when it is integrated with planned routing data. Rather than simply tracking which students board and exit the bus, clients can compare this information to a list of students assigned to a given bus stop. Not only can dispatch know when a child has exited at an unassigned stop, the driver will know when someone boards the bus who isn't supposed to.

As a true dispatch tool, *EduTracker* allows operators to better manage phone calls from parents and determine with detailed accuracy where their child is located, if/when they were picked up or dropped off, and exactly what time this occurred. Beyond daily operations, further routing efficiencies can occur because the system gives you a better understanding of exactly how many students are actually riding the bus compared to the total number eligible for transportation.

Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978, with an estimated 150,000+ school buses routed by its clients each day. EDULOG partners with K-12 school districts to provide total transportation management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost savings plans, GPS-based routing software, student tracking, driver payroll, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry's largest source of such expertise. For more information about EDULOG, visit www.edulog.com.