



## New Highly Customizable GPS Solution from NovaTracker

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Company: NovaTracker

Industry: GPS

Location: New York, NY, United States of America

### **MAYA™, Easily Integrates with Most Vehicle Tracking Software**

**CRANFORD, NJ--** NovaTracker is introducing a more intelligent generation of highly customizable wireless and GPS hardware solutions powered by proprietary technology that integrates easily with most vehicle tracking software and significantly cuts transmission costs.

The Maya is an extremely versatile and reliable in-vehicle GPS equipped, GSM capable data hub that allows existing fleet management software solutions to do far more, with less. Engineered specifically for the fleet-tracking industry, Maya generates an unparalleled array of customized and highly relevant data transmissions.

Leveraging the intelligent technology developed by NovaTracker as the proprietary platform for its wireless and GPS solutions-Maya becomes an in-vehicle network hub. Specifically, this intelligent unit is capable of providing a large range of data types such as location reporting, vehicle status and a wide variety of event codes including geofence violation. It is the only device on the market today that will transmit information the customer has specified with as many as 16 different variables.

"Fleet managers consistently report that as much as 50 percent of the information they receive from a GPS solution isn't precisely what they need, so the other half results in higher transmission costs." explains David Leis, chief marketing officer at NovaTracker. We believe our new products will offer significant savings and enhancements to existing GPS applications, setting a new standard in the industry - just what the customer ordered."

Moreover, Maya is easily installed and integrated with the customer's existing web enabled routing and scheduling application software to enhance fleet management, routing, tracking and dispatching capabilities by giving users unsurpassed functionality through route verification, real-time vehicle tracking and in vehicle communications.

The simplicity and compactness of the Maya provides for fast deployment using minimal space. The Maya(tm) is equipped with two digital and one analog input channels. Options include Bluetooth and USB I/O.

#### About NovaTracker

Headquartered in Cranford, New Jersey, NovaTracker has developed proprietary technology used in the world's most intelligent GPS and wireless tracking products and solutions for fleet management, asset protection and covert security markets. The company was founded in 2003 and has received funding from Columbus Nova, a New York private equity firm.