

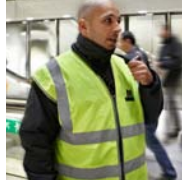
EMBRACE CHANGE TODAY FOR COMPETITIVE STRENGTH IN TRANSPORTATION TOMORROW



MOTOROLA NEXT GENERATION ENTERPRISE MOBILITY SOLUTIONS



3 KEY TRENDS CHANGING THE DYNAMICS OF TRANSPORT OPERATIONS



**THERE'S NO "PLACE" IN WORK PLACE
RISE OF THE
MOBILE WORKER**

**ADVANCEMENTS IN TRACKING
WELCOME TO
PERPETUAL INVENTORY**



**EVOLVING PASSENGER BEHAVIORS
INTRODUCING THE
SMARTER CUSTOMER**

MOTOROLA NEXT GENERATION ENTERPRISE MOBILITY SOLUTIONS

Next Generation Enterprise Mobility recognizes that these 3 key shifts are occurring and arms the transportation enterprise to take advantage of them. We do this by delivering the complete solutions that will empower the mobile worker, enable real-time asset visibility, and engage the smart customer.

EMPOWER THE MOBILE WORKER

Providing your workforce with the tools and connectivity to be productive and ensure their and their passengers' safety irrespective of their physical location will become increasingly important. From ticket inspectors to maintenance engineers they will need instant access to detailed information and communications via a device that is appropriate for their role. Evolving priorities will require workers to quickly switch tasks as needed and provide management with the visibility to check task status at any given time. In the future, intelligent network triggers will help ensure the right worker receives the right information in real time to successfully complete the right task.

The rise of the mobile worker provides transportation providers a further unique opportunity to empower their passengers by providing them with internet connectivity.



ENABLE REAL-TIME ASSET VISIBILITY

Real-time visibility to critical assets will include not only baggage and freight but also the availability of critical parts and even employees. In the future key assets such as baggage and freight will be uniquely coded, tagged, identified and tracked at all key process points. Better tracking data and analytics will provide greater visibility to all aspects of your operation thereby helping ensure that bags get delivered and services run on time.

ENGAGE THE SMARTER CUSTOMER


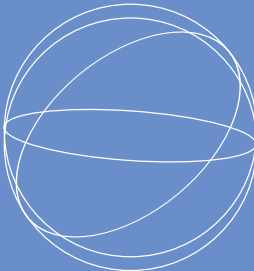





In the connected world, customers will have ever higher expectations. From a seamless check in to updates on their departure time, your employees will need to be better prepared to provide the service and information these smarter customers expect. The bottom line? To build loyalty you will need to personalize your passenger's experience at each stage of their journey. And give them a positive reason to come back.



PERVASIVE CONNECTIVITY

TO THE SYSTEMS, DEVICES AND SECURE DATA
TO DRIVE MORE INTUITIVE INTERACTIONS

NEXT GENERATION ENTERPRISE MOBILITY

 <p>ADVANCED DEVICES Enterprise Digital Assistants, Mobile Computers, VoWLAN devices, 2 way radios</p>	<p>SECURITY Detect intrusions, defend against threats & protect data resources.</p> <p>Gap-free security across the entire next generation enterprise platform.</p>  <p>MANAGEMENT Monitor operations & critical performance indicators system-wide.</p> <p>Manage and control broad population of devices, appliances, readers, sensors</p>	<p>MOTOROLA UNIQUELY DELIVER ALL THE DIFFERENT ELEMENTS</p> <p>AND THE RICH INTERACTIONS BETWEEN THEM</p> <p>TO DELIVER UNPRECEDENTED CAPABILITIES</p>
 <p>ENHANCED INFORMATION CAPTURE Advanced scanning, mobile ticketing, video surveillance and RFID solutions</p>		
 <p>ADAPTIVE NETWORKING Highly scalable, intelligent indoor and outdoor wireless broadband networks</p>		
 <p>INTEGRATED COMMUNICATIONS Resilient and seamless voice & data communications. Dynamic workgroups</p>		
 <p>ADVANCED APPLICATION SERVICES Mobile workforce management, advanced analytics, video surveillance solutions</p>		
 <p>CONNECTED CUSTOMER Mobile ticketing, passenger information systems, customized interactions</p>		

ACCESS TO REAL-TIME INFORMATION IN ITSELF, IS NOT ENOUGH

Providing a framework to capture the right information and the tools to use it in the right way, lie at the heart of true enterprise mobility. However, to empower mobile workers, enable real-time visibility of assets and engage smarter customers, complex data has to be simplified, managed and delivered reliably and securely and in a context that is relevant and easy for users to act on. In this way next generation solutions will help you increase productivity, ensure safety and respond quickly to your customers.



A DYNAMIC INFORMATION NETWORK INTELLIGENTLY RESPONDING TO YOUR NEEDS

IMAGINE THE POSSIBILITIES:

ENGAGING THE SMARTER CUSTOMER WITH MOBILE TICKETING

Having booked a flight, the ticket is sent to the passengers' mobile phone as a barcode. This makes travelling easy as in a split second airport staff can scan the ticket details at baggage drop off, going through customs and at the departure gates. Staff can also scan the mobile to provide updated information about departure times. Additionally an SMS can be sent to notify the passenger that the flight is ready to board as well as the relevant gate. You can even send last minute promotions and discounts.



EMPOWERING YOUR MAINTENANCE WORKERS

A Signalling Engineer travels to a job site. His 2 way radio seamlessly connects with his Personal Digital Assistant (PDA) which he uses as a camera to capture the needed repairs. He includes this in a report he sends back to the office. The chief engineer reviews his report and recommends the required repairs. Workforce management automatically dispatches a repair crew to the worksite. Before departing, they locate the assets needed and scan them out of stores. Once repairs are complete, new pictures are taken and sent again to the chief engineer for review. The Signalling Engineer approves and files his report.

BUILDING RICH PLATFORM INTERACTIONS, DELIVERING UNPRECEDENTED CAPABILITIES



TAKE CONTROL OF CHANGE

The market is evolving rapidly, as is your business. To turn today's trends into tomorrow's competitive advantage you need an integrated enterprise mobility framework that will:

- **BOOST PRODUCTIVITY** by efficiently utilizing resources in the right place at the right time
- **ENSURE SAFETY** by proving secure, resilient and intelligent communications
- **IMPROVE YOUR CUSTOMERS' EXPERIENCES** by enhancing interaction at all touch points to give them what they want, the way they want it

Our Next generation Enterprise Mobility Solutions will provide you with the reliable, scalable framework you need to embrace - and profit from - change. We are the trusted leader in providing platforms and products that improve the effectiveness of transportation operations throughout the world.

For more information on how we can help prepare your enterprise operation for Next Generation Enterprise Mobility, please contact your Motorola representative or visit: <http://www.motorola.com/Business/XU-EN/Business+Solutions/Industry+Solutions/Transportation>