



# TRACER- MY SAFE TRAVEL


Safe Secured and Verified Transportation of Students

# School Bus Tracking and Student Attendance System

**My Safe Travel** can help you make your student transport safer using latest technologies.

We understand that the Schools are under constant pressure to provide a safe, reliable service to the students and their parents and also to raise profits for the fleet owners.

**My Safe Travel** provides a highly automated and customizable School bus safety solution to reduce the stress on the drivers as well as on the transportation department of the School.

A solid orange decorative wave shape at the bottom of the slide, starting from the left and curving upwards towards the right.

# Why MY SAFE TRAVEL?



## Child Safety

In today's scenario, avoiding any mishap with the children has become an important issue for both the parents and school management. Hence we provide RFID based School Bus Tracking Solution through which one can easily monitor the school bus along with the students in it so that you never lose sight of your child. It is a one stop solution for live tracking, route management, automated SMS, emergency preparedness, student attendance and more. MY SAFE TRAVEL emphasizes on accuracy, efficiency, safety and security and has no match in these dimensions. Ensuring the safety of your children can never get

easier and more effective.



## Be in the League of Technologically Advanced Service Providers

Convert your buses into smart-buses by using the state-of-the-art GPS tracking technology for the safety of the students. The schools enforcing such systems are preferred by parents for offering such distinguished services. It reflects the technically sound and modern nature of the institution.

## Recent Accomplishments

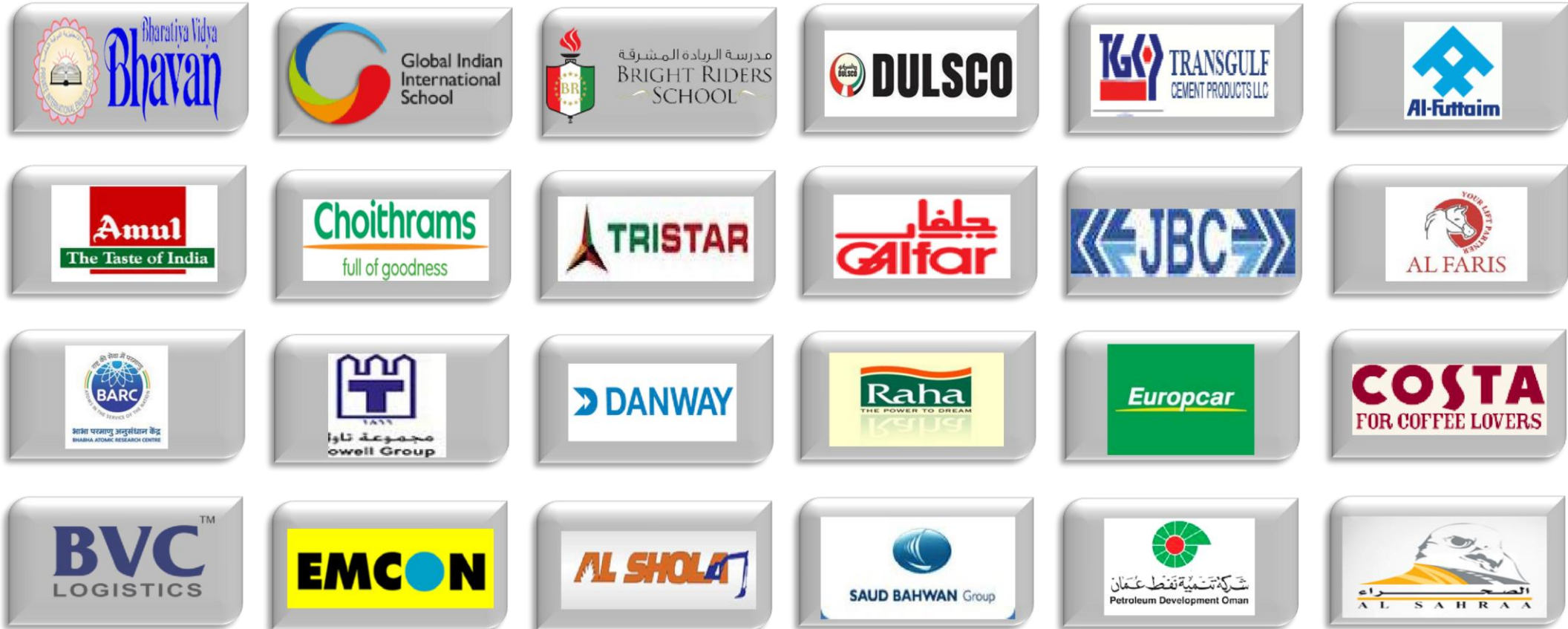
implementation of Tracer – My Safe

## Travel(School Bus and Student Attendance System) at Abu Successful



Dhabi Schools, under the supervision of Abu Dhabi  
Education Council

# Select Clientele – Diversified





# Features



route

## In Bus Attendance

- RFID based attendance updates on Tracer cloud
- Manual mass SMS (filtered) as per bus



## Pick/ Drop SMS

- Automated Pick/ Drop and arrival alerts are sent to parents mobile.
- Grade/section based alerts can also be sent using Tracer application



## Driver Analysis

- Automated reports on driver behaviour
- Driver rating based on keeping up time, speed violations and driving habits



## Speed Alerts

- Location & speed details of violation along with graphical visuals
- Keeping a tab on errant drivers
- Instant email, SMS alerts when the School Bus over speeds



## Live Tracking

- School bus movement live tracking on maps
- Refresh rate of 15 seconds giving more insight to the safety



## Geo Fencing

- Virtual fencing on personal maps
- SMS and email alerts if the School Bus leaves any

designated geo fenced area

## Emergency Management

- Bus route selection in case of emergency
- Details of students like blood group and contacts



## Downloadable Reports

- Various reports on attendance, location, speed, stoppage, history & more
- Downloadable or printable reports through the Tracer application

## Ignition/ Stoppage Report

- Idling and unnecessary stoppages notifications





- Reduced inconvenience on school and/or

- transport company
- Cost effectiveness

# How it Works?



School Bus fitted with MY SAFE TRAVEL device and RFID reader

Location details from the satellite is received on our MY SAFE TRAVEL GPS tracker module

Location Detail along with Student attendance from RFID is transmitted via GPRS or 3G from our MY SAFE TRAVEL GPS & RFID devices

Data from the MY SAFE TRAVEL device is received on our server through cellular network, which is stored for analysis.

Alerts are sent via SMS and email to parents and transport managers.

View live Bus location details, student attendance and other reports from anywhere using our MY SAFE TRAVEL cloud based application.

# How It Helps



## **SAFETY**

Track all buses in real-time so parents can be notified of the actual arrival time, minimizing the time children have to wait, exposed to bad weather or other dangers. Alerts can also be set up so that fleet managers receive a message the instant buses enter a no-go zone or drivers engage in unsafe driving.



## **COST-SAVINGS**

Monitor the driving patterns to make sure drivers operate their vehicles efficiently, eliminating unnecessary idling, observing speed limits and not taking detours. And because GPS tracking is considered as an anti-theft device by most insurance companies, you can save on insurance premiums, too.



## **TIME**

Avoid time-consuming manual collection of fleet activity needed for state reports and compliance. With GPS tracking, this information is automatically collected and reported, which saves time and minimizes errors for both drivers and fleet managers.

# How It Helps...



### **Better Maintenance**

Improve the regularity and timeliness of preventative maintenance with automatic GPS tracking on vehicles. Know in advance when the servicing is due, to minimize downtime and unwanted breakdowns as well as to allow sufficient time to schedule substitute buses. Accurate mileage tracking also means better warranty recovery another cost saving.



### **Environmental accountability**

Optimize routing and track engine idling to minimize the impact on the environment, trim pollutant emissions, and reduce your fleet's carbon footprint. Proudly report your 'green fleet' metrics to parents making your fleet more likely to be the vendor of choice.



### **Tender successfully**

GPS tracking not only makes a fleet more profitable, it also benefits the students, parents and government agencies. By highlighting the benefits of real-time GPS tracking, school bus companies ensure a greater chance of winning the tender.

# User Advantage



## For Students and Staff

- Prior intimation to students/staff that bus is approaching pickup point, hence ensuring on-time pickup

- Arrival/Departure

notifications

with timings



**For Parents** ○  
SMS alerts to



parents/dear ones informing  
student boarding at pickup with timings

- Alighted the bus at drop point  
with timings

**For School Transport** ○

Over-speeding alerts.

- Total distance and total time travelled.
- Live view of all buses on Google map.




**For Driver** ○ The driver/conductor adopts a common trend of dialling the students/staff before the bus reaches the pickup point

- MY SAFE TRAVEL SMS facility takes care of this issue and helps the driver concentrate on driving rather than diverting his attention towards dialling the students/staff

# Student Tracking App for Parents

## Touch Access





**MY SAFE TRAVEL**  
Safe, Secure and Verified Transportation  
of Students

User ID

GET OTP

OTP

ACTIVATE

**MY SAFE TRAVEL**

☎🔔

SREERAM

Mon, 27 Apr 2015

TO SCHOOL

FROM SCHOOL

Bus No: BUS 37 - On Trip Stopped

On Time - Mussafah Police Station/  
Abudhabi

Sch.Pickup Time  
01:50 PM

Sch.Drop off Time  
02:02 PM

✓ PICKED UP - 03:19 PM

✓ DROPPED - 03:36 PM

**NOTIFICATION**

🔔

✓ Admission number 1269 has boarded  
the BUS 37 at 07:18 AM location:  
Mohammed Bin Zayed City - Z20  
Received on Mon, 27 Apr 2015 at 5:28 PM

Updated at Mon, 27 Apr 2015, 05:28 PM

**MY SAFE TRAVEL**

☎🔔

SREERAM

**NOTIFICATION**

🔔

✓ Admission number 1269 has boarded  
the BUS 37 at 07:18 AM location:  
Mohammed Bin Zayed City - Z20  
Received on Mon, 27 Apr 2015 at 5:28 PM

✓ Admission number 1269 has reached  
school at 07:58 AM  
Received on Mon, 27 Apr 2015 at 5:28 PM

✓ Admission number 1269 has reached  
school at 07:58 AM  
Received on Mon, 27 Apr 2015 at 5:28 PM

✓ Admission number 1269 has boarded  
the BUS 37 at 03:19 PM location:  
Sunrise English School/ Abudhabi  
Received on Mon, 27 Apr 2015 at 5:28 PM

✓ Admission number 1269 has boarded  
the BUS 37 at 03:19 PM location:  
Sunrise English School/ Abudhabi  
Received on Mon, 27 Apr 2015 at 5:28 PM

Admission number 1269 has got down

Updated at Mon, 27 Apr 2015, 05:29 PM

**Stay Informed**



**Stay-in-Touch**

**Receive Alerts**

**Address: P.O.Box:127721, 6-30A,**

**Dubai Customs Building,**

**Hamriya Port, Dubai, UAE**

**Telefax: +971-4-2388846**

**operations@bluemogra.com**

A solid orange bar that tapers from left to right, located at the bottom of the page.