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South East Europe TCP

Best Practice Report

EuroGPS SafeDrive

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Good Practice Report

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Final approval	Name	Partner
Reviewer		

<p>1. Best Practice Title</p> <p>EuroGPS SafeDrive</p>
<p>2. Location of Best Practice</p> <p><i>Country, region, town</i></p> <p>BULGARIA, Sofia, Sofia</p>
<p>3. Best Practice Executive Summary</p> <p><i>Describe briefly (max 10 lines) the GP context (partnership, funding, objectives, approach followed, results)</i></p> <p>ICOM Ltd. is a leading Bulgarian technology provider specialized in the field of telematics, ITS, and LBS for the corporate and consumer markets.</p> <p>The company designs, develops, and manufactures advanced GPS tracking, vehicle control and vehicle fleet management, electronic toll collection, and LBS products and solutions under the trade name “EuroGPS”.</p> <p>The described GP - EuroGPS SafeDrive - is a GPS-based vehicle speed monitoring and alerting system with a state-of-the-art centralized POI management, and automatic Web-based POI database distribution and update into the plug-and-play GPS devices. The GPS alerting devices make real-time calculations about the exact geographic position, speed and direction of your vehicle and warn you with voice and visual alerts about approaching different POI’s (accident black spots on the roadway, speed cameras, etc.) .</p> <p>The first 2 phases of the creation of EuroGPS SafeDrive (research and development) were co-funded by the “National Innovation Fund” of the Bulgarian government, managed by the The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA).</p> <p>SafeDrive is a mass consumer device, which extends a valuable location-based service to the public by enhancing driver’s alertness, warning drivers about dangers on the roadway, and ultimately increasing safety on the road and saving lives. It is already being distributed in France and Bulgaria.</p>
<p>4. Best Practice Classification</p> <p><u>Best Practice Theme</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Research Transformed to Innovative Product</i> <input type="checkbox"/> <i>Research Transformed to Innovative Service</i> <p><u>Best Practice Research / Application Areas</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Industrial / Manufacturing Systems</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Intelligent Devices</i> <input type="checkbox"/> <i>Distributed Control Systems</i> <input type="checkbox"/> <i>Embedded Systems</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Nomadic Environments</i> <input type="checkbox"/> <i>Private Spaces</i> <input type="checkbox"/> <i>Public Infrastructures</i>
<p>5. Description of Best Practice</p> <p>5.1 Best Practice Context</p> <p><i>Overall background of the Best Practice. Location, socio-economic, technical & policy background of the BP (max 10 lines)</i></p> <p>ICOM Ltd. is a technology provider specialized in the field of telematics, information security and mobile software, hardware, and firmware solutions, offering advanced GPS tracking, LBS, Automatic</p>

Vehicle Location (AVL), vehicle fleet management, and telemetry solutions, as well as mobile consumer and enterprise hardware and software solutions (from concept, through hardware, firmware, and software development to customer support).

We are currently the largest Bulgarian manufacturer of specialized GPS-based devices for vehicle, personal, and asset tracking and control solutions and the largest service provider for vehicle-centric location-based services in Bulgaria (most notably vehicle tracking and control for commercial and public transportation vehicles).

The telematics product portfolio of Icom, Ltd. is marketed under the trade name “**EuroGPS**” and is built on a common platform called **EuroGPS eVehicle**, which unites a comprehensive set of corporate telematics solutions for GPS tracking and control of mobile resources (vehicles, specialized machinery and equipment, people, cargo, etc.), and consumer vehicle-centric LBS solutions (e.g. EuroGPS SafeDrive) and customer-centric LBS solutions for users of GPS-enabled cellular phones (e.g. EuroGPS 2Map).

The unique offering of **EuroGPS** is the ultimate automation of deployment, service provisioning, and support of our wide product portfolio for GPS tracking, control, and management, which empowers our partners worldwide to provide specific and complex solutions and services to a number of industry verticals in a fast, and efficient manner. We equip our partners to address specific corporate markets as well as the general public with a wide range of core and value-added telematics and location-based services, all deployed, managed, and supported from a common platform with a powerful and integrated set of tools.

The industry verticals that EuroGPS solutions cover with an unprecedented level of automation for the deployment, service provisioning, and support, include:

- Small and medium-sized enterprises with general-purpose vehicle fleets - *SmartTracker Classic*
- TPLs and businesses in the logistics industry - *SmartTracker Distribution and Logistics*
- Construction and road-construction businesses - *SmartTracker Construction*
- Farmers and agricultural businesses - *SmartTracker Agra*
- Garbage collection, snow removal and waste management businesses - *SmartTracker Eco*
- Fuel and liquid cargo manufacturers and distributors - *SmartTracker Oil*
- Security companies - personal security, money trucks, precious cargo
- Businesses with complex mobile business processes - automating of communication with the driver, automatic navigation and managing of the deliveries and dispatching processes.
- Public transportation companies – public transportation scheduling and control of schedules
- Emergency healthcare operators and healthcare organizations (emergency healthcare dispatching process automation and telemedicine functionalities)

The extent of the unique quality of our offering to partners can be described with the following example:

If you need to equip a corporate client with an office car, a delivery truck, an asphalt laying machine, a dump truck, an oil tank, a milk, cement, or flour tank, a money truck, an armored car for personal protection, an 18-wheeler, a passenger bus, and an ambulance, you will be able to do it on a common platform and provide to your client ALL the required specialized functionality from a common interface without compromise on functional availability or quality of service!

At the same time our partners get all the tools for easy setup of all parameters of devices installed in vehicles with OTA settings and updates, real-time diagnostics and quality of service monitoring, scalability without performance compromise with robust support of tens of thousands of vehicles, and a multitude of value-added services.

And with the introduction of *EuroGPS 2Map*, our offering for service partners is brought to the next level with the addition of really usable personal GPS tracking on cell phones without compromising cell phone batteries, all on the same robust, scalable, constantly evolving, and expandable platform.

Production-grade 3-tier architecture ensuring scalability and high availability, our own map engine working with multiple vector maps from multiple sources with rich GIS functionality, Web and thick client GUI options to cater for different client needs and different fleet sizes, our own robust and highly customizable intelligent GPS AVL devices with OTA setup, remote diagnostics and firmware updates, personal GPS tracking and LBS functionality for cell phone users, ALL on the same platform – these are the tools which make our partners successful telematics and LBS service providers on their markets.

Location-based services are beginning to see the accelerated growth that was predicted for them almost a decade ago. But still, apart from vehicle satellite navigation systems, there is a big obstacle especially for mass customer acceptance, especially for vehicle-centric location-based applications and services – INSUFFICIENT USABILITY and less-than-desired “ease of use”.

EuroGPS SafeDrive is an excellent example of a useful Location-based service (LBS), packed in an automatic, plug-and-play, extremely easy-to-use embedded system for mass-consumer use.

SafeDrive is a mass consumer device, which extends a valuable location-based service to the public by enhancing driver’s alertness, warning drivers about dangers on the roadway, and ultimately increasing safety on the road and saving lives. It is already being distributed in France, Bulgaria and Macedonia.

5.1.1 Policy Elements

What are the policy initiatives that have influenced the contextual environment of BP: innovation promotion policies, research funding policies, certification ect as well as relevant tools (max 10 lines)

ICOM Ltd. is operating in IT industry sectors, which are naturally driven by innovation, namely information security, mobile solutions, and telematics. In all three areas ICOM’s R&D efforts over the years have produced tangible results, which have been implemented into their comprehensive products and solutions portfolio.

We believe that the only way to expand and gain market shares into our target markets is through continuous research and development activities that help us develop new products and better address the ever growing needs of their clients. The opinion of the managers is that the technologies developed within the company can provoke development of new products or complement existing ones.

The company is especially interested in research activities focused on the convergence of the above mentioned areas of expertise – information security, mobile solutions, and telematics.

5.1.2 Socio-economic & Other factors

Other contextual factors such as customer / target market addressed, international validity, customer density, economic conditions, customer values, research area addressed (max 10 lines)

ICOM Ltd. has hundreds of large corporate customers of its telematics solutions from within the EuroGPS portfolio located in Bulgaria, France, Romania, Macedonia, Kosovo, Republic of South Africa, Kenia. The company is actively working on opening new markets for its solutions and services in the South-Eastern European region and the EU as a whole.

The company has established strong business partnerships in those countries and serves its customers through partners. ICOM Ltd. has developed its whole product portfolio as an internal research effort including hardware, software, and prototyping and after implementation through support contracts provides the required maintenance and backup.

Customers of Icom’s telematics systems are from small and medium-sized to large companies

working in the field of transportation, trade, stock supply, waste collection and transportation, security, construction, oil transportation, agriculture, public passenger and cargo transportation, the government, etc.

5.2 Objectives

Aim of the project, specific objectives & strategies to achieve these objectives (max 10 lines)

As already mentioned, location-based services are beginning to see the accelerated growth that was predicted for them almost a decade ago. But still, apart from vehicle satellite navigation systems, there is a big obstacle especially for mass customer acceptance, especially for vehicle-centric location-based applications and services – INSUFFICIENT USABILITY and less-than-desired “ease of use”.

There are a lot of technical hurdles, that need to be regarded as the main reason for such obstacles to mass-market penetration of vehicle-centric LB apps and services, most notably the battery life issue with most autonomous devices, when precise geographic coordinates are an essential part of the service (cell phones, personal positioning and tracking devices, etc.), and the need for an educated and motivated user, who has to have the patience of going through cumbersome set-up procedures and has to learn unfamiliar concepts, processes, and user interfaces.

The idea behind EuroGPS SafeDrive and the main objective of the project was to create a truly useful and extremely easy-to-use location-based application built into a device, which requires no set-up and no prior knowledge in the domain, no technical knowledge at all by the consumer.

This indeed is what SafeDrive is: **a mass consumer device, which extends a valuable location-based service to the public by enhancing driver’s alertness, warning drivers about dangers on the roadway, and ultimately increasing safety on the road and saving lives.**

6. Process

Describe the project including key concepts and the overall approach followed. Indicate project end users, target market, main project phases, problems encountered and solutions, problem resolution (max 10 lines)

Icom, Ltd. is the device manufacturer of the core GPS devices (both commercial tracking and control devices, and the consumer LBS devices like SafeDrive), the platform vendor of the *EuroGPS eVehicle platform*, and the largest service provider of Commercial and Consumer vehicle-centric telematics services in Bulgaria (fleet management, telemedicine, ITS for passenger transport, driver alerting about dangers on the road through SafeDrive etc.).

This unique position gives us a 360° view of the industry and enables us to aggressively target the vehicle-centric telematics market with a very comprehensive set of solutions and service portfolio.

The main processes used to deliver the telematics and LBS services in the target markets are as follows:

- Manufacturing of the in-vehicle hardware device.
- Professional installation of the hardware devices for commercial vehicles
- Providing the services from our data center working together with country partners and the mobile network operators in the respective countries
- Providing value-added services to our partners and to customers through our manned support center with live operators.

All EuroGPS telematics hardware devices are manufactured in-house in Icoms production facility in Plovdiv, Bulgaria. Only the PCB production is outsourced to PCB manufacturers in China (with the PCB design and layout prepared by Icom's engineers in our technological center in Sofia, Bulgaria).

As Icom, Ltd. is currently the largest manufacturer of specialized GPS devices in Bulgaria, we are capitalizing on our excellent relations with manufacturers and vendors of electronic components and our know-how and experience in the production of specialized GPS-enabled hardware for vehicles, and achieve excellent cost-effectiveness without compromising quality.

Additionally by manufacturing the devices in-house we maintain a very short “design-development-manufacturing” cycle, which gives us flexibility to quickly change the parameters of the hardware devices to adapt to changing market conditions.

Professional installation of in-vehicle GPS-enabled hardware devices for commercial vehicles

As the EuroGPS eVehicle core devices are developed with ease-of-installation as one of its top priorities, we are able to establish a comprehensive network in every new country, which we target, without major difficulties, as installation only requires basic skills from the auto shop technicians.

We do not discriminate between country-wide auto service and repair shop chains, and local auto shops, but our initial priority in any given country is nationwide coverage of installation locations.

Consumer vehicle-centric LBS devices like SafeDrive, are designed and developed with “ease-of-use” as our top priority.

Thus **EuroGPS SafeDrive** is the ultimate Plug-n-play device for alerting drivers about accident black-spots, dangers on the roadway, and speed-camera and police-monitored locations on the EU road network.

SafeDrive plugs directly into the vehicle's lighter socket and is fully functional immediately without any need for installation or configuration;

The only thing the user is required to do is to plug the device into the lighter socket (or any other 12V power socket in the vehicle cabin);

Safe Drive is cost-effective, robust, and easily updated with the most detailed and up-to-date database of speed cameras and police monitored locations on the road network across Europe;

6.1 Project Design

Project design based on targeted market complete understanding, project structure, policies and procedures, management and implementation actions (max 10 lines)

Based on the gathered know-how and extensive experience over the past 8 years, as a hardware and software designer and developer, and hardware manufacturer of devices and systems for commercial-vehicle telematics applications and services, EuroGPS is making the next step, by introducing a new generation of in-vehicle GPS-enabled telematics equipment (hardware and firmware), as well as the backend software technology, which is extremely flexible and easily extendable - with plug-and-play addition of hardware equipment, if necessary, and with seamless addition of new services.

By further enhancing its current products offerings, EuroGPS introduces the EuroGPS eVehicle - next-generation platform, consisting of modular and extensible hardware, firmware and software modules, which enable a flexible staged approach to the implementation of a full spectrum of vehicle-centered location-enhanced applications and location-based services both in the B2B and B2C sector, including:

- **eCall core service** – this is the initial service, which the platform will support (combines with B-call value-added services as described in the next paragraph)
- **Road user charging (B2B and B2C)** - through the integration of the existing product *EuroGPS TollCollect* within the *EuroGPS eVehicle* platform);
- **Fleet management, Asset management, and Driver Management (B2B)** - through the integration of the existing product line *EuroGPS SmartTracker* within the *EuroGPS eVehicle* platform);
- **Stolen vehicle recovery (B2B and B2C)** - through the integration of the existing product line *EuroGPS SmartTracker* within the *EuroGPS eVehicle* platform);
- **Fuel-consumption monitoring (B2B)** - through the integration of the existing product line *EuroGPS SmartTracker* within the *EuroGPS eVehicle* platform);
- **PAYD rental, leasing, and insurance (B2B and B2C)** - through the integration of the existing product line *EuroGPS SmartTracker* within the *EuroGPS eVehicle* platform);
- **Speed camera tracking** - through the integration of the existing product *EuroGPS SafeDrive* within the *EuroGPS eVehicle* platform);
- **Digital Tachograf, Eco routing, Remote diagnostics and maintenance, Driver Profiling, Active car safety (B2B);**
- **Location-based marketing and advertising (both B2B and B2C)**
- **Roadside assistance, Local search and recovery, Parking search / booking (B2C), etc.**

Furthermore *EuroGPS eVehicle* can be integrated at the back-end with our existing platform *EuroGPS 2Map*, which provides a multitude of mobile-centric location-enhanced applications and consumer LBS services.

As part of the EuroGPS eVehicle portfolio, **EuroGPS SafeDrive** is an excellent example of a useful Location-based service (LBS), packed in an automatic, plug-and-play, extremely easy-to-use embedded system for mass-consumer use.

EuroGPS SafeDrive is a pan-European GPS-based system for automatic alerting about black spots, speed traps, and dangers on the roadway.

- **Plug&play GPS-based devices**, which are powered up by plugging into the lighter socket (or any other power plug in the vehicle cabin) and start immediately operating with their full functionality without any need for installation or configuration.
- **Internet subscription-based system for automatic updates** with an up-to-date comprehensive database of speed cameras and accident black spots on the road network of Bulgaria and across Europe.
- **Client application for automatic update of the GPS devices** – an easy-to-use client application for updating of the database and setting of user-controlled options
- **A set of software applications for provisioning, administration, POI's management, etc.**



The main success factors for SafeDrive are:

- ultimate plug-and-play capabilities – the user has to only plug the device into the lighter socket in the vehicle cabin and it is fully operational within 15 seconds. Additionally, the POI database is easily updated by just attaching the SafeDrive device to the USB port of a PC with Internet access. All security features are built-in in the device so that after initial purchase and registration for database updates, each device uniquely and automatically identifies the client who uses it.

- ultimate ease-of-use – SafeDrive announces the approaching POIs along with information about them, including speed limit, current speed, etc., in a clear voice

with numerous easily interchangeable voice packages optimized for city driving, highway driving, in multiple languages, etc. The user does not need to perform any operations at all in order to experience and benefit from the full functionality of the device

- Quality of the POI database – the state-of-the-art POI management server application gives the local service provider the ultimate set of tools to create and maintain a POI database of the highest quality, with individual fine-tuning of the POI's shape, direction of approach, distances for alerting with different messages, etc.

- Ultimate automation of device customization for a local market and flexible service provisioning (with different POI databases and POI database updates with flexible subscription plans, etc.). With SafeDrive, a local distributor can be up and running in its region in a week. All it needs to do is to fine-tune the pre-loaded speed camera and blackspot POI database to enhance its quality and keep it up-to-date and to work the retail channel to distribute the devices. As mentioned, flexible subscription plans for paid POI updates can be easily devised on the server side and consumers can easily update their devices with information for which they have subscribed.

6.2 Project Management

Activities relevant to project coordination and management, project documentation and reporting, quality control, validation and verification (max 10 lines)

ICOM Ltd. is an innovation driven company with staff of more than 40 developers and 10 researchers able to provide state-of-the-art development services. Through the course of the company development, its managers developed strong managerial skills and now the company is well positioned on the market with serious potential for further and stable growth.

The below described managerial staff is responsible for the coordination and management of all Icom's working groups and staff (R&D, production, sales, administration and support staff).

Short CVs of key management personnel:

Dipl. Eng. Ivailo Georgiev – CEO

Ivailo Georgiev is ICOM's Chief Executive Officer with more than 18 years of experience in the Information Security industry. Mr. Georgiev is domain expert in authentication, intrusion detection, antivirus and vulnerability assessment, and encryption algorithms. He co-founded ICOM Ltd. in 1996 and led the development of the company's flagship identity and access management products. Mr. Georgiev holds BS and MS Degree in Computer Science from the Technical University of Sofia.

Dipl. Eng. Dragomir Bojkov – COO

Dragomir Bojkov is Chief Operating Officer. He established the company's New York office and managed a number of custom software and IT advisory projects for corporate clients in the United States in the period 1997-2002. Prior to joining ICOM Ltd., he served as Compaq product manager at the Express Consult Holding in Sofia. Mr. Bojkov holds Bachelor's and Master's Degree in Computer Science from the Technical University of Sofia.

Dipl. Eng. Georgi Kichev

Georgi Kichev is Chief Financial Officer and Head of Production. He is in charge of ICOM's hardware production activities. He co-founded ICOM Ltd. in 1996 and took leading role in establishing the company's custom hardware design, development, and production division and in making ICOM Ltd. the biggest Bulgarian manufacturer of GPS devices. Prior to co-founding ICOM Ltd., Mr. Kichev served as Senior Software Architect at BalkanSys JSC. He received his BS and MS in Computer Science from the Technical University in Sofia.

Nikolai Trifonov - CTO

Nikolay Trifonov is Chief Technology Officer. He has extensive experience in mobile software applications design, development, packaged products release and support on all major mobile applications platforms and is a domain expert in authentication and access control security solutions. Mr. Trifonov received his MS in Computer Science from the University of Sofia

6.3 Project Implementation

Main elements associated with the project implementation. Realization of new idea, or new technological realization or improvement / novelty to known technology and means to achieve this. Innovation associated with the project realization in terms of new products, services, methodologies. Marketing, advertising and customer service. (max 10 lines)

Currently, ICOM Ltd. has a 50-people strong engineering team including mobile software developers, Web and enterprise application developers, and hardware and firmware design and development specialists.

ICOM's hardware design and development division specializes in the creation of custom-made specialized hardware and firmware solutions including secure hardware tokens, specialized GPS

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devices, etc. The company has in-house facilities for rapid PCB prototyping and small-series production of hardware devices.

ICOM Ltd. is a Microsoft Certified Partner and its hardware and software development methodologies and business processes are certified under ISO 9001:2008.

Main **technical and scientific expertise** of the company:

- Telematics systems, including GPS systems for vehicle, cargo, and personal tracking, systems for vehicle navigation, telemetry systems for data acquisition and control, etc.;
- Development of application software for mobile platforms including Windows mobile, Symbian, Palm, Blackberry, iPhone, etc.;
- Authentication and access control systems;
- Digital identity, trusted identity, digital signatures, etc.;
- Multi-factor authentication systems, biometrics, finger print recognition;
- Animal identification, registration, and movement control systems;
- Food safety systems;
- C, C++, JAVA, Assembler for various processors;
- Hardware development – from design through prototyping to manufacture in own company facilities;
- Custom hardware.

6.4 Project Evaluation

Project feedback mechanisms and evaluation mechanisms. (max 10 lines)

Because this is a complex product that can be used as a stand alone application and in small and medium business solutions the assuring of managed feedback option from end customers is an important part for the project survival. Since the first market delivery the device and services are receiving more and more interest from customers. Till now we have organized supply for France and Macedonia, and we are entering Romanian market. Because of these we can conclude that the project is extremely vital and we can overcome first market test.

7. Description of Research team/Institution

Short description of R&D team and institution (max. 10 lines)

ICOM Ltd. is an innovation driven company with staff of more than 30 developers and 10 researchers developing our state-of-the-art telematics technologies. ICOM is operating in IT sectors, which are naturally driven by innovation, namely information security, mobile solutions, and telematics. In all three areas ICOM's R&D efforts over the years have produced tangible results, which have been implemented into our comprehensive products and solutions portfolio.

Currently, Icom has a 40-people strong engineering team including mobile software developers, Web and enterprise application developers, and hardware and firmware design and development specialists. The company has in-house facilities for rapid PCB prototyping and small-series production of hardware devices.

ICOM is a Microsoft “Independent Software Vendor” partner, VMware Enterprise Partner, HP Preferred partner, and partners inter alia with leading hardware and software vendors like Ublox, Atmel, Microchip, Research in Motion, Sony Ericsson, etc.

The company’s hardware and software development methodology and business processes are ISO 9001 certified since 2005.

8. Applied Financial Mechanism

Describe financial mechanisms applied in transformation of research into innovation within BP, as well as means of connecting scientific research team and financiers (max. 1000 char.)

The project started in 2008 and was completed in 2009. In the project were involved 7 engineers developing and completing the whole system.

More than 90% of innovation R&D for creating the entire **SafeDrive** and **SafeDrive POI Manager platform** is private and was made by the company’s research team of engineers.

Icom Ltd. funded privately 50% of the research and development activities for the **SafeDrive GPS device** and **SafeDrive POI Manager platform**. The other 50% was funded by “**National Innovation Fund**” of the Bulgarian government, managed by the **The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)**.

9. Impact and benefits

Describe achieved benefits of R&D team and/or enterprise implemented innovation, as well as impacts on institutional and policy levels. (max. 1000 char.)

The SafeDrive project has been very beneficial to Icom’s R&D team, especially in view of the overall strategy of the company to be a leader on the South-East European market of innovative, low-cost, GPS-based devices and Geographic information systems for provisioning of a wide range of LBS services to corporate clients and consumers.

The SafeDrive devices and services also have a tangible social effect as they enhance driver’s awareness and help drivers reduce speed exactly where this is most needed, thus helping authorities enhance the safety on the roads and ultimately save lives.

10. Sustainability

Provide information on sustainability of innovation after financial aid within implemented financial mechanisms, and some multiplier effects as replication and extension of the action performed in BP. Expected use of Best Practice and lifecycle considerations. (max. 1000 char.)

The resulting end product is a new innovative GPS hardware and a software platform for automated provisioning of location-based services to be performed by this extremely easy-to-use, plug-and-play device, which helps drivers enhance their safety and peace of mind on the road.

The whole system is designed to be very easy to distribute and service, to operate anywhere in the world and can be supported (with high-quality POI databases) in different geographic regions in an automated and friendly for the operator way. Further the ultimate plug-and-play capabilities for the devices and the straightforward useful set of LBS services make SafeDrive a commodity, which can be easily sold on the supermarket shelf.

11. Repeatability and transferability

Lessons learned from the project implementation team. Repeatability and transferability of the project. (max. 1000 char.)

The entire project provides a stand alone application that can be a part from larger mobile positioning

system. Our future plans are to start provisioning the system for larger companies, including system integration with larger Geographic information systems. This will make our solution a preferable for many small and medium size companies in the field of transportation, tourism and end users from different categories. Integration of our existing system with third parties companies solutions can be used to provide large varieties of mobile services in future development plan of our company.

12. Evaluation

Describe reasons and evaluation criteria why the described example is a best practice. (max. 1000 char.)

Thus, the resulting product is a cost-effective, mass consumer product enhancing safety and peace of mind on the road, with high-quality POI alerting functionalities and easy maintenance and updating of a very large database of various points of interest.

Throughout the whole product development lifecycle (from concept, through hardware, firmware, and software research and development efforts of our engineering team, to putting the devices on the supermarket shelves, implementing the backend on the distributors' networks, and customer support) the whole process was successfully carried out by Icom, Ltd.

13. Contact of research team/institution

Name, address, tel., fax, e-mail, URL

Icom, Ltd.
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<http://www.safe-drive.eu>
<http://www.eurogps.eu>

14. Contact of financial mechanism facilitator

Name, address, tel., fax, e-mail, URL

The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)
<http://www.sme.government.bg/>