

ZoomSafer's Mobile Phone Safety Software Now Compatible with Geotab



March 12, 2012 - Reston, VA – ZoomSafer, the leading provider of policy management software to prevent distracted driving, and Geotab announced today that ZoomSafer's FleetSafer® Mobile software is now compatible with Geotab's GO4 and GO5 GPS vehicle tracking solutions.

Geotab is a leading provider of technology and software to increase fleet productivity, cost effectiveness and safety. Geotab's GO devices provide powerful vehicle monitoring tools which offer fleet managers state-of-the-art GPS tracking, g-force monitoring, and maintenance assessments. As a result of the integration with FleetSafer Mobile, Geotab devices now also enable fleet managers to actively ensure safe and legal use of cell phones and tablet computers while employees are driving company vehicles on-the-job.

From now on, when an employee drives a vehicle equipped with a Geotab GO device, fleet managers can ensure the driver's smartphone or tablet computer will automatically enter into 'safe mode.' Safe mode eliminates the dangerous temptation to text, email or browse while driving. The automatic activation protects the employer from crashes, risk and fines associated with federal regulations and state laws.

"Today's businesses are aware of the swiftly increasing risks associated with distracted driving, and many are enacting employee policies to define acceptable use of mobile devices while driving," said Matt Howard, CEO of ZoomSafer. "The combination of FleetSafer Mobile and Geotab gives corporations a simple and reliable way to ensure safe and legal use of mobile devices while employees are driving."

"Prominent insurers are already offering premium discounts to their commercial customers for use of Geotab products," said Frank Pellitta, President of Assured Telematics, a Geotab value-added reseller. "With Geotab and FleetSafer now integrated, insurers and fleet operators can further reduce crashes and claims stemming from employee use of cell phones while driving on the job."

About ZoomSafer

ZoomSafer is a leading provider of enterprise software to prevent distracted driving. FleetSafer™ solutions enable employers to measure, manage and enforce cell phone usage policies to reduce crashes, risk, liability and expense. For more information, please visit <http://www.zoomsafer.com/geotab-integration>.

About Geotab, Inc.

Geotab Inc., an industry leader for over a decade in developing end-to-end telematics solutions, provides GPS fleet management systems of choice for leading local and Fortune 500 companies. Geotab is now the largest telematics supplier to enterprise fleets, based on units sold in 2011. Our proven growth technology has helped customers effectively reduce costs, improve driver safety and enhance efficiency within an easy-to-use, web-based platform. For more information, visit www.geotab.com.

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