

Attention Vehicle Owners Transporters Bus Operators Corporates

Track your vehicles
LIVE online from
anywhere

with

STRADA™

Vehicle fitted device
Satellite + broadband GPRS
Live tracking & mapping
Global coverage

STRADA™

SATELLITE TRACKING

Device ready for upcoming mandatory requirements for vehicles

Fully OBD II compliant

Easily fitted at authorized dealer garages



Design subject to change without notice

Online tracking on browsers and smartphones

Instant live customized alerts

Reports and history features

Economical price, Low operating cost

Easy upgrade modules



STRADA™

Essen's STRADA™ is a vehicle tracking platform that enables live tracking and mapping of vehicles on the move from a remote location. Strada's tracking service provides continuous location updates from a vehicle-fitted device, to a Server accessible online by the user.

Strada™ consists of an advanced GPS/GSM/GPRS vehicle tracking device that enables comprehensive management of moveable assets. It can support 3 different sensors simultaneously, allowing it to be utilized for advanced application requirements.

The hardware device can be easily fitted at any of our authorized dealer garages at various locations. The device is fully compliant with existing OBD II protocols and is future-ready for upcoming mandatory vehicle requirements. It communicates with the online Server through satellite via broadband GPRS and can be tracked remotely by the user from anywhere across the globe.

Mode:

On-board device fitted inside vehicle

Live remote tracking of vehicle through satellite

Strada™ enables effective fleet management of multiple vehicles through live monitoring of vehicle location, route tracking, transit mapping and trip data. It improves efficiency, scheduling and timeliness of vehicles and is highly suitable for cargo fleet owners, couriers, bus operators, security vehicles, emergency vehicles, corporate users and public transport. Individual vehicle owners can also benefit from all the above features and keep constant track of their vehicle usage and whereabouts.

The Strada™ device is available at a cost-effective price and upgrade enabled. Online tracking is done through user login on browsers and smartphone applications at an economical subscription fee.

STRADA™

Vehicle Tracking

- Individual vehicle tracking
- Fleet tracking and summary
- Live vehicle mapping and transit updates
- Vehicle location, route tracking and trip data
- Alerts for halts, delays and geo-fencing
- Reports and history features
- Supports 3 sensors for optional accessories



Advantages of Strada™ vehicle tracking:

On-board device enables live tracking of vehicle on the move

Enables tracking and mapping online from a remote location

Eliminates need for portal tracking of vehicle at various scattered locations across journey

Each vehicle can be tracked live online at an economical subscription fee

Fleet management of multiple vehicles

Advanced applications:

Logistics fleet monitoring and management

Bus fleet safety monitoring and management

Taxi fleet dispatching and management

Refrigeration fleet temperature monitoring

Each on-board device includes a pre-paid SIM card supplied by the customer, which enables connection. The online tracking fee is inclusive of SIM charges.

Strada™ Main Screen

STRADA™

v. 2.1 satellite tracking

logout

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 [configure](#) |
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 [dashboard](#) |
 [diagnostics](#) |
 [logistra](#) |
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 kumar@mtransport.com
 logged in at 10:30:05 hrs.

fleet location alerts

Tuesday 16 October 2012 | 10:30:51 hrs.

select vehicle

#	LIC. PLATE NO.	DESTINATION	CURRENT LOCATION	DRIVER NAME	MOBILE NO.	STATUS	CONDITION	ALERT
1	MH-03 D9812	Nagpur	departure point	Abdul Aziz	9234567801	halted	delayed	*
2	MK-01 B8765	Bangalore	Belgaum	Hoshiyar Singh	9345678012	moving	critical cargo	✓
3	MH-01 B4567	Vapi	Silvassa	Raju Rajan	9012345678	moving	out of fence	☠
4	MF-02 C5432	Pune	Khandala	Santa Kumar	9567801234	halted	accident	☠
5	MH-03 G0987	Jaipur	departure point	Balbir Singh	9678012345	halted	delayed	**

fleet summary

NO. OF VEHICLES	5	ALERTS	4
VEHICLES MOVING	2	CRITICAL ALERT	2
VEHICLES HALTED	3	RESPONDED	0
IN MAINTENANCE	0	TRIPS COMPLETE	8
DUE TODAY	0	TRIPS BALANCE	2
DUE NEXT 3 DAYS	1	TOMORROW	12

fleet status alerts

- accident + injury OK
- vehicle accident 1 ALERT
- vehicle breakdown OK
- unscheduled halt OK
- out of fenced area 1 ALERT
- delay in transit OK
- departure delay 2 ALERT
- critical cargo OK

maintenance overdue OK

subscription due ALERT

BALANCE: 7 DAYS

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Strada™ Configure Screen : Adding Vehicles

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 kumar@mtransport.com
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LIC. PLATE NO.
OWNER INFO
DRIVER INFO
UNIT FORMAT

VEHICLE NO.
VEHICLE INFO
VEHICLE SETTINGS
VEHICLE ALERTS

ADD NEW
MODIFY
DELETE

Vehicle No.	21	Reg/Lic. Plate No.	<input type="text"/>
VIN/Chassis No.	<input type="text"/>		
Year of Manufacture	<input type="text"/>		
Vehicle Make	<input type="text"/>		
Vehicle Model	<input type="text"/>		
Vehicle Type	<input type="text"/>		
Vehicle Usage	<input checked="" type="radio"/> Cargo <input type="radio"/> Passenger Commercial Carrier: <input type="radio"/> Yes <input type="radio"/> No		
Capacity	Tare Weight: (Kg.) <input type="text"/>	Maximum Load: Cargo (Kg.) <input type="text"/>	Passengers (nos.) <input type="text"/>
Due Dates	Monthly Check-up <input type="text"/> DD	Annual Maintenance <input type="text"/> DD	Insurance <input type="text"/> DD
Notes	<input style="height: 40px;" type="text"/>		

SAVE CANCEL

vehicle details

LICENCE PLATE NO. MH-01 B4567

DRIVER: Raju Rajan

DRIVING LICENCE NO. MH-1220050000188

MOBILE NO. 9012345678

DRIVER WARNINGS 1

CURRENT TRIP ROUTE 041

DESTINATION Vapi

DEPARTURE TIME 14:00

ESTIMATED ARRIVAL TIME 16:50

DURATION OF JOURNEY 02:50

FREIGHT CONTENT CODE A03

FREIGHT QUANTITY 8510 kg

SECOND DRIVER --

TRIPS COMPLETED TODAY 2

TRIPS IN BALANCE TODAY 1

TRIPS FOR TOMORROW 2

VEHICLE STATUS ALERTS

- delay in transit ALERT
- out of fenced area ALERT
- maintenance due OK

NEXT: IN 23 DAYS

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Strada™ Tracking Screen : Domain Fencing

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ROUTE NAME **Mumbai - Vapi**
Trip Allocation
Transit Mapping

ROUTE NO. **041**
Route Setup
Domain Fencing

GEOFENCING INFORMATION

Route No.	041	Route Name	Mumbai - Vapi
GeoFencing	Halt Radius 10 mtr.	Route Fence Width 25 mtr.	Detour Alert Radius 250 mtr.

PROXIMITY LANDMARKS Rows: 8 Enter GPS Coordinates for Emergency Locations and Landmarks along Route

NO.	POLICE STATIONS	HOSPITALS	PETROL PUMPS	OTHERS
1.	19.39326 72.86218	<input checked="" type="checkbox"/>		
2.	19.71732 72.93461	<input checked="" type="checkbox"/>		
3.				
4.				
5.				
6.				

select vehicle 3 search vehicle advanced search

#	LIC. PLATE NO.	DESTINATION	CURRENT LOCATION	DRIVER NAME	MOBILE NO.	STATUS	CONDITION	ALERT
3	MH-01 B4567	Vapi	Silvassa	Raju Rajan	3456789012	moving	out of fence	

vehicle details

LICENCE PLATE NO. MH-01 B4567

DRIVER **Raju Rajan**

DRIVING LICENCE NO. MH-1220050000188

MOBILE NO. 9012345678

DRIVER WARNINGS 1

CURRENT TRIP ROUTE 041

DESTINATION Vapi

DEPARTURE TIME 14:00

ESTIMATED ARRIVAL TIME 16:50

DURATION OF JOURNEY 02:50

FREIGHT CONTENT CODE A03

FREIGHT QUANTITY 8510 kg

SECOND DRIVER --

TRIPS COMPLETED TODAY 2

TRIPS IN BALANCE TODAY 1

TRIPS FOR TOMORROW 2

VEHICLE STATUS ALERTS

delay in transit
ALERT

out of fenced area
ALERT

maintenance due
OK

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Strada™ Tracking Screen : Transit Mapping

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 kumar@mtransport.com
 logged in at 10:30:05 hrs.

TRIP NO. **076/0413**
Route Setup
Domain Fencing

VEHICLE NO. **3**
Trip Allocation
Transit Mapping

Vehicle No. **3** Reg./Lic. Plate No. **MH-01 B4567** Trip No. **076** 18-04-2013

DISPLAYED DATA ROUTE 041 : MUMBAI-VAPI

CURRENT LOCATION : 20.27218, 73.00312 VEHICLE SPEED : 0.0 kmph RIB 70% 4:48:00 PM

LOCATION	GPS COORDINATES	DISTANCE	EST. TIME	ACTUAL TIME	ARRIVAL TIME	AVG. SPEED RIB
Vasai	19.39267, 72.86164	59 km.	1:00 hr.	1:01:15 hr.	3:01:15 PM	0.0 kmph
Manor	19.71888, 72.93405	85 km.	1:25 hr.	1:25:37 hr.	3:25:37 PM	0.0 kmph
Charoti	19.91188, 72.93934	116 km.	1:55 hr.	1:54:26 hr.	3:54:26 PM	0.0 kmph
Bhilad	20.27556, 72.88893	162 km.	2:40 hr.	2:38:09 hr.	4:38:09 PM	0.0 kmph
Chanod	20.32748, 72.90414	165 km.	2:45 hr.			
Vapi	20.37464, 72.91899	167 km.	2:50 hr.			

select vehicle 3 search vehicle advanced search

#	LIC. PLATE NO.	DESTINATION	CURRENT LOCATION	DRIVER NAME	MOBILE NO.	STATUS	CONDITION	ALERT
3	MH-01 B4567	Vapi	Silvassa	Raju Rajan	3456789012	moving	out of fence	

vehicle details

LICENCE PLATE NO. MH-01 B4567

DRIVER **Raju Rajan**

DRIVING LICENCE NO. MH-1220050000188

MOBILE NO. 9012345678

DRIVER WARNINGS 1

CURRENT TRIP ROUTE 041

DESTINATION Vapi

DEPARTURE TIME 14:00

ESTIMATED ARRIVAL TIME 16:50

DURATION OF JOURNEY 02:50

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FREIGHT QUANTITY 8510 kg

SECOND DRIVER --

TRIPS COMPLETED TODAY 2

TRIPS IN BALANCE TODAY 1

TRIPS FOR TOMORROW 2

VEHICLE STATUS ALERTS

delay in transit
ALERT

out of fenced area
ALERT

maintenance due
OK

NEXT: IN 23 DAYS

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User Customization and Themes

Strada™ provides a significant degree of customization that enables the vehicle owner to configure his own user-defined settings and alerts.

Strada™ can also be displayed on screen in additional visual themes that appeal to the user.

Subscription Options

Strada™ offers a choice in subscription options based on the number of vehicles to be covered as well as discounts for annual payment of fees.

Refer to our website for the detailed subscription chart.

Installation and Activation

For installation and activation of the Strada™ device on each vehicle, please enter the following in your browser:

<http://www.essenrfid.com/gps/strada/installation>

and select a dealer garage servicing your vehicle model, at a location convenient to you.

Device activation is securely done via scratch card entry of ID no. into the vehicle owner's cellphone.

The screenshot shows the Strada satellite tracking interface. At the top, there's a navigation menu with options like 'configure', 'tracking', 'dashboard', 'diagnostics', 'logistra', 'rfid', 'reports', 'history', and 'my account'. The main area features a map of India with several red location markers. Below the map is a table titled 'select vehicle' with columns for LIC PLATE NO., DESTINATION, CURRENT LOCATION, DRIVER NAME, MOBILE NO., STATUS, CONDITION, and ALERT. The table lists five vehicles, with the third one (MH-01 B4567) highlighted in red. To the right of the map, there are several summary and alert sections: 'fleet location alerts', 'fleet summary' (showing counts for vehicles moving, halted, in maintenance, etc.), and 'fleet status alerts' (with buttons for accident, vehicle breakdown, unscheduled halt, etc.).

#	LIC PLATE NO.	DESTINATION	CURRENT LOCATION	DRIVER NAME	MOBILE NO.	STATUS	CONDITION	ALERT
1	MH-03 D9812	Nagpur	departure point	Abdul Aziz	9234567801	halted	delayed	
2	MK-01 B8765	Bangalore	Belgaum	Hoshiyar Singh	9345678012	moving	critical cargo	
3	MH-01 B4567	Vapi	Sinassa	Raju Rajan	9012345678	moving	out of fence	
4	MF-02 CS432	Pune	Khandala	Santa Kumar	9567801234	halted	accident	
5	MH-03 G0987	Jaipur	departure point	Balbir Singh	9678012345	halted	delayed	

Chrome Theme

This screenshot shows the Strada satellite tracking interface in the Chrome theme. The layout is identical to the default theme, but the color scheme is different, featuring a more vibrant and modern look. The map, tables, and alert buttons are all rendered in the Chrome theme's color palette.

Gold Theme

This screenshot shows the Strada satellite tracking interface in the Gold Theme. The interface has a dark background with gold accents, giving it a premium and sophisticated appearance. The map, tables, and alert buttons are all rendered in the Gold Theme's color palette.

Copperwood Theme

STRADA™ - Specifications and Functions

GSM	850/900/1800/1900 MHz
Frequency	GPS L1, 1575.42MHz GLONASS L1, 1598.0625~1605.375MHz
GPS GLONASS	#1~32 #65~96
Sensitivity	Acquisition: -148dBm, cold start Reacquisition: -163dBm, hot start Tracking: -165dBm
TTFF (No. of SVs>4, C/N>40dB, PDop<1.5)	Hot start: 1sec typical Warm start: 33sec typical Cold start: 35sec typical, 60sec maximum
Position Accuracy	Without aid: 3.0m (50% CEP) DGPS (SBAS (WAAS, EGNOS, MSAS)): 2.5m (50% CEP)
Velocity Accuracy	Without aid: 0.1m/s DGPS (SBAS (WAAS, EGNOS, MSAS, GAGAN)): 0.05m/s
Timing Accuracy (1PPS Output)	±10ns RMS
Altitude	18,000m (60,000ft) maximum
Velocity	515m/s (1000knots) maximum
Acceleration	4G maximum
Update Rate	1Hz (default), 10Hz maximum
Baud Rate	9600bps (default)
DGPS	SBAS (default) [QZSS, WAAS, EGNOS, MSAS, GAGAN]
AGPS	Supported
NMEA Compliant	Yes
Power Supply	VCC: 3.0-4.3V, VBACKUP: 2.0-4.3V
Current Consumption @ 3.3V, 1Hz Update Rate	GPS+GLONASS 35mA acquisition, 29mA tracking
Backup Battery	8.4V 400mAh NI-MH battery
Backup Power Consumption @ 3V (VCC OFF)	15uA typical
Power Saver Modes	4 types
Communication Protocol	TCP/UDP/SMS
COM Ports	3
Digital Inputs	6-channels
Digital Outputs	5-channels

Data Security		360 pieces GPRS blind area data report in cache 43,200 pieces of history data in Flash
Diagnostics		Terminal auto-diagnostics Terminal auto-recovery Terminal auto-protection Built-in battery
Communication Features		Long distance monitoring Two-way calling
Real-time Tracking		Time tracking Distance tracking Interval tracking Intelligent mode
Alarms		Entering/exiting geo-fencing Overspeed SOS Fatigue driving Overtime parking
Working Temperature		-40°C to +85°C
Weight		820g (including standard accessories)
Dimensions (L x W x H)		121mm x 82mm x 29mm
Optional External Accessories		Fuel sensor Temperature probe Tyre pressure sensor UHF RFID reader MDT Camera Numeric keypad
GPS/GLONASS EXTERNAL ANTENNA SPECIFICATIONS	Polarization	Right-hand circular polarized
	Frequency Received	1.575GHz~1.615GHz
	Power Supply	3.3V
	DC Current	3mA < IDC < 30mA at 3.3V
	Total Gain	+25dBi
	Output VSWR	< 2.5
	Impedance	50ohm
	Noise Figure	< 1.5dB

FUEL SENSOR (OPTIONAL EXTERNAL ACCESSORY)

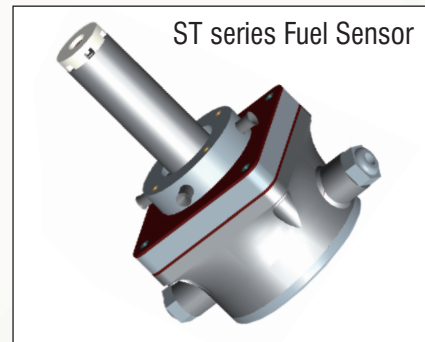
High precision industrial auto electronics technology

Precise measurement of fuel level change in operating environment

Simple, reliable and convenient assembly

Fuel Sensor Types

TYPE	OUTPUT
ST-I	4-20mA
ST-V	0-5V
ST-EIA	EIA-485
ST-COM	RS-232
ST-R	0-500Ω



Design subject to change without notice

Specifications

INPUT	Voltage	4-70V
	Consumption	0.17W/5V, 0.24W/12V, 0.48W/24V
OUTPUT	Voltage	0-5V
	Current	4-20mA
	Emulated Resistive	10-500Ω
	Digital	RS-232, EIA-485, CAN (optional)
	Baud Rate	2400, 4800, 9600, 57600, 115200
	Resolution	0.5mm
	Accuracy	0.5%
ENVIRONMENT	Operating Temperature	-40°C to +85°C
	Storage Temperature	-40°C to +105°C
	Sealing	IP67
MEDIUM	Fuel Type	Diesel Bio-diesel Kerosene Petrol (not suitable for conducting medium)
PHYSICAL	Material - Housing	Industrial aluminum
	Material - Electrode Pole	Aluminum alloy
	Sizes	250mm, 400mm, 550mm, 650mm, 750mm, 950mm
	Weight	40g (for 550mm size)

Advantages and Benefits

FUEL SAVINGS

- Optional real-time fuel consumption monitoring by the administrator
- Prevents unauthorized route diversions
- Prevents fuel fraud
- Decreases vehicle idling time
- Can improve km/litre by upto 20% by monitoring fuel wasting driving habits

FLEET EFFICIENCY

- Curbs unnecessary speeding
- Enables distance monitoring
- Displays map view of fleet summary or single vehicle
- Provides real-time location and route data
- Provides transit mapping at route stages
- Enables dispatch efficiency
- Optimizes vehicle utilization

ALERTS

- Issues user-defined automated real-time alerts
- Enables halt monitoring with precise location and time
- Enables setting of geo-fences and strict no-go areas
- SMS will be sent to relevant stakeholders on specific incidents
- Emails will be sent to relevant stakeholders on specific incidents

DRIVER SAFETY

- Speed violation report with graphs
- Tracks vehicle movement in unsafe areas
- Monitors and logs driver performance and safety habits
- Provides verifiable data for valid claims

CUSTOMER SATISFACTION

- Live tracking enables prompt customer updates
- Enables monitoring of critical deliveries
- Increase in on-time deliveries

AUTOMATIC COMPLIANCE

- Enables dispatch of nearest vehicle
- Reduction in direct supervision time
- Provides electronic reports and history logs
- Environmental savings through better efficiency

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Terms and Conditions:

The vehicle should be OBD-II compliant with corresponding sockets/connector available under the dashboard. The tracking system is dependant on satellite coverage of the vehicle route. Each on-board device includes a pre-paid SIM card supplied by the customer, which enables connection.

* taxes extra

Essen reserves the right to modify specifications without notice.