

Synovia breaks new ground utilizing Micronet WinCE-based MDT

Azor, Israel, June 25, 2009

Indianapolis, IN-based, Synovia Corporation breaks new ground in the school bus industry by supplying school bus companies with location and fleet management solutions, incorporating Micronet's Mobile Data Terminal (MDT)

Micronet and Synovia have collaborated in the past year on the development of a fully integrated school-bus fleet management and student transportation solution, leading to the recently announced significant project wins by Synovia.

As part of its solution, Synovia has integrated Micronet's Net-960CE-X Mobile Data Terminal, an advanced, robust, yet cost effective WinCE-based product platform. This was a direct response to customer needs for an in-vehicle device, with the power and functionality to manage multiple messaging and reporting applications. The integrated Mobile Data Terminal will increase driver productivity and reporting accuracy, reduce administrative workload and improve adherence to safety procedures.

Synovia's state-of-the-art GPS system is designed to provide the most effective solution for the management of school bus fleets and student transportation. The system combines the latest in GPS technology with wireless communications and an advanced on-board Mobile Data Terminal, to enable real-time vehicle positioning and two-way communication between school administration and the bus drivers. Synovia's user friendly Web-based software allows for pulling real time planned vs. actual routes, on-time performance at schools, student rider-ship data, and viewing local GIS map data for enhanced operations management and reporting.

"I've been in the business a long time, and I've never had any other company give the kind of Customer service Synovia offers" says Aric Taylor, Routing and Scheduling Manager for the Houston Independent School District in Texas, "their willingness to work with us and continually improve their product is refreshing."

About Synovia

As a leading provider of school bus GPS/AVL hardware and software solutions, Synovia serves school districts and private school bus operators throughout the United States. With over 150 years of collective transportation and education experience, Synovia's six former transportation directors are instrumental in the company's ongoing development of practical operations management tools. The same GPS solution that provides real-time data and inherent safety measures also allows for reductions in driver payroll, fuel consumption, fleet assets, and overall staff hours. Since early 2009, Synovia also began customizing its GPS solutions to the needs of law enforcement and other municipal fleets. For more information, please visit: <http://www.synovia.com>

About Micronet

Micronet is a leading OEM vendor, providing enabling technologies, hardware and software, for next generation Mobile Resource Management Solutions. Micronet's products are used globally by channel partners, who provide Fleet and Mobile Workforce management solutions and services in a variety of industries and vertical markets.

Micronet Ltd., an Israeli corporation listed on the Tel Aviv Stock Exchange (TASE), maintains full in-house R&D capabilities, operates a modern manufacturing facility and is ISO 9001-2000 certified. www.micronet.co.il