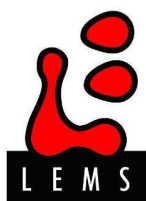




# TRACER Cold Room Monitoring System



**Lateral *em*Soft Pvt Ltd**  
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## **Company Profile**

Lateral emSoft Pvt. Ltd. (LEMS) is an ISO – 9001:2008 Electronics Engineering company specialised in RealTime embedded Systems. LEMS design, manufacture products and solutions based on GPS, GSM technologies.

LEMS offers range of commercial Vehicle tracking & Information systems in the Indian and Middle East markets.

We continuously work on the Real time technologies and bring out new products and solution to various industry segments like Heavy machineries, Ports, Cold Storages, Schools, Readymix concrete transportation, Industrial Gas transportation etc.,

The hardware devices are indigenously designed and manufactured with CE mark. The softwares and systems are developed internally.

All the products are designed to work under harsh operating conditions & manufactured to the highest quality standards.

The Tracking Software “TRACERSOFT”, “TRACERASSETTRACKING”, “TRACERTEMP” are simple, easy to use online applications hosted on a high end servers with 99.9% uptime. We also offer feasible customization of our application.

Our solution is backed by excellent customer services including after sales service network covering important cities.



## **Products**

<b>Wide Range of Products specific to industries &amp; functions</b>		
S.No	Product Code	Product Name
1.	LEMS-TR-VT	Tracer-Real Time vehicle Tracking System
2.	LEMS-TR-VTCP-10	Tracer Portable vehicle Tracking System
3.	LEMS- TR-VTP60	Tracer Portable vehicle tracking System
4.	LEMS-TR-VTM	Tracer Mini
5.	LEMS-TR-AT	Tracer - Asset Tracking & Monitoring System
6.	LEMS-TR-TS	Reefer vehicle Tracking & Temperature Monitoring System
7.	LEMS-TR-RGT	Tracer – Remote Genset Monitoring System
8.	LEMS-TR-MST	Tracer My safe Travel
9.	LEMS-TR-CS	Tracer Compressor monitoring system
10.	LEMS-TR-CR	Tracer Cold Room monitoring system
11.	LEMS-TR-CL	Tracer- Container Lock
12.	LEMS-TR-VT-AB	Tracer- cross country vehicle Tracking

### **Addon Products:**

Sr. No.	Product Code	Product Name
1.	AD-FLS750	Fuel Level Sensor (700mm)
2.	AD-FLS1000	Fuel level sensor (1000mm)
3.	AD-FLS1500	Fuel Level sensor (1500mm)
4.	AD-FLS2000	Fuel Level sensor (2000)
5.	AD-DIS	Driver Identification system
6.	AD-BSS	Bucket sensor
7.	AD-BSD	Bucket sensor double



take control

## Application Display

Vijaywada					
R1	R2	R3	R4	R5	R6
20 °C 07-03-2016 15:16:00	N.A.	N.A.			
Hyderabad					
R1	R2	R3	R4	R5	R6
25 °C 07-03-2016 15:15:18	27 °C 07-03-2016 15:13:28	20 °C 07-03-2016 15:14:07	21 °C 07-03-2016 15:15:17		
Bangalore					
R1	R2	R3	R4	R5	R6
25 °C 07-03-2016 13:26:35	23 °C 07-03-2016 15:12:25				
Raj Classic					
R1	R2	R3	R4	R5	R6
29 °C 07-03-2016 15:12:14	25 °C 07-03-2016 15:19:06				
Bhiwandi					
R1	R2	R3	R4	R5	R6
19 °C 07-03-2016 15:10:16					



# Current Temperature Report:

## Cold Room's Current Temperature Status

Sr No	Cold Room Type	Cold Room No	Cold Room ID	Cur Date Cur Time	Cur Temp(°C)	Prev Date Prev Time	Prev Temp(°C)
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Group Name: Cochin

1	LV	CochinRoom1	CR1	20-02-2016 17:50:47	24	20-02-2016 05:42:10	26
2	LV	CochinRoom2	CR2	08-03-2016 17:49:09	27	08-03-2016 05:39:48	25

Group Name: Chennai

1	LV	Cold room-1	CR1	08-03-2016 17:46:44	17	08-03-2016 05:37:51	17
2	LV	Room 2	CR2	08-03-2016 17:46:23	16	08-03-2016 05:42:21	14
3	LV	Room 3	CR3	21-02-2016 02:17:27	25	20-02-2016 11:44:25	25

Group Name: Vijaywada

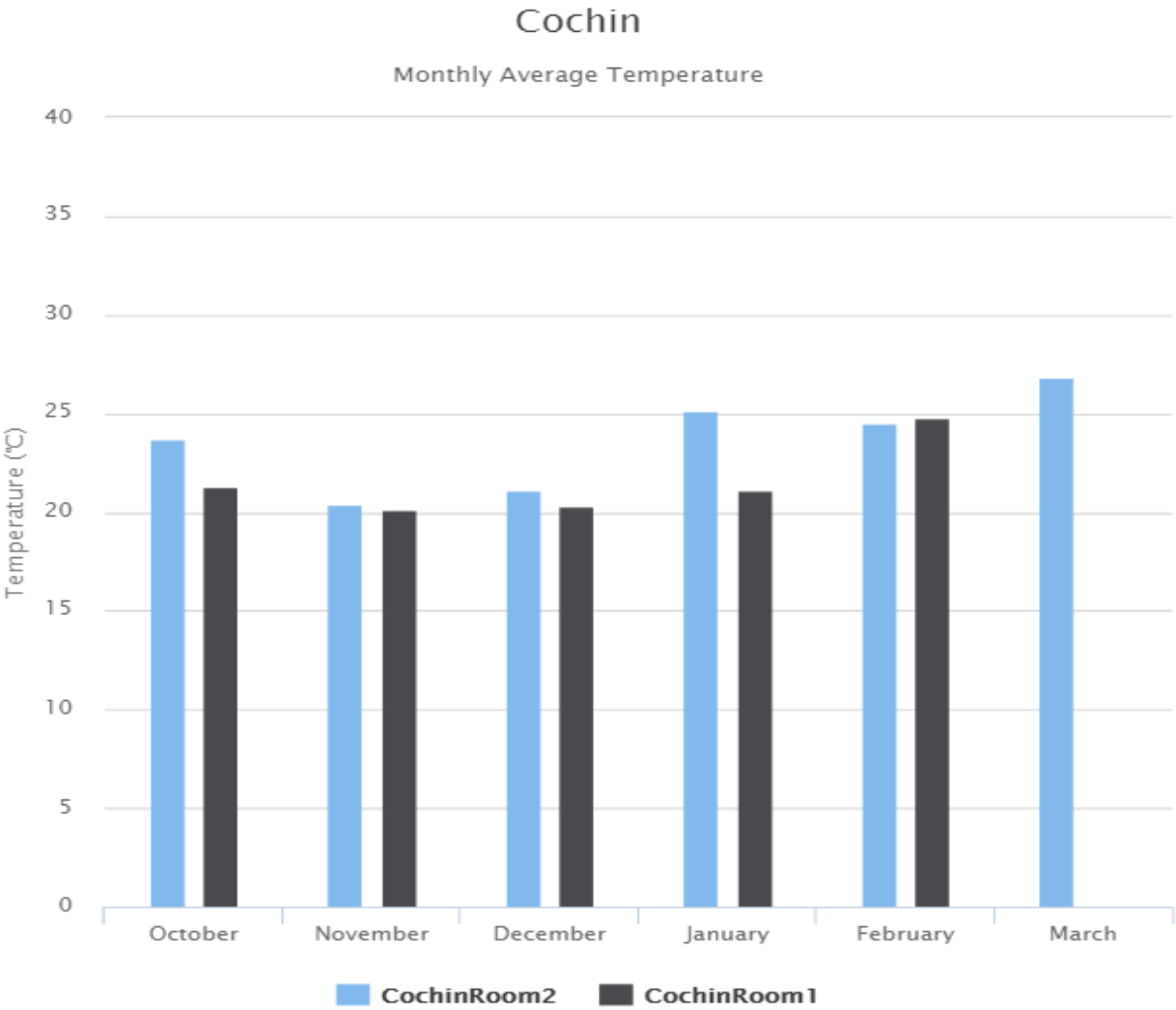
1	LV	Room 1	CR1	08-03-2016 17:49:43	21	08-03-2016 05:49:00	20
2	LV	Room-2	CR2	No Data Available			
3	LV	Room-3	CR3	No Data Available			

Group Name: Hyderabad

1	LV	Room_1	CR1	08-03-2016 17:41:00	22	08-03-2016 05:32:34	22
2	LV	Room_2	CR2	08-03-2016 17:41:02	27	08-03-2016 05:39:30	27
3	LV	Room_3	CR3	08-03-2016 17:41:09	20	08-03-2016 05:34:31	20
4	LV	Room_4	CR4	08-03-2016 17:53:45	20	08-03-2016 05:53:06	20



# Graph Report





## Competitive edge

In the Vehicle tracking system Industry, customers are searching for the most effective product at the best possible price; different market segments puts different emphasis on ease of use versus reliability or cost, depending on their needs and budgets. Although we emphasize some aspects of our products differently for the distinct market segments as mentioned

above, our products beat the competition on many all grounds.

Our unique position of owning all aspects of the device design, manufacture, firmware, back end and front end of the enterprise solution allows flexibility in meeting all our client needs. Bespoke integration work facilitates increase value in the data generated within the solution.

S. No	Tracer Advantages	Competitive edge
1	Hardware (device)	<ul style="list-style-type: none"><li>a. Time tested devices</li><li>b. Successfully running in more than 3 countries since a decade.</li><li>c. Manufactured under direct supervision of experienced professionals.</li><li>d. Devices comes with CE mark</li><li>e. Build for Indian climate vehicle conditions</li><li>f. Support the device for 4-5 years</li><li>d. Many add-on systems &amp; sensors,</li><li>e. i. Driver identification system</li><li>f. ii. Immobilizer</li><li>iii. Arm Sensors (earth moving equipment's)</li><li>iv. Devices with Multiple SIM cards (for trans country trucking)</li><li>v. Fuel level sensors</li></ul>
2	On board software	<ul style="list-style-type: none"><li>a. Facility for Over the Board firmware updates (OTA)</li><li>b. Continuous upgrades and releases</li><li>c. Proprietary &amp; Flexible protocol</li></ul>
3	Hosting Infrastructure	<ul style="list-style-type: none"><li>a. Ability to handle large amount of data from thousands of devices running in different geographical locations.</li><li>b. Hosted in dedicated servers</li><li>c. 99.9% up time</li><li>d. Hosted in a reliable and professional data center</li></ul>



4	Web application	<ul style="list-style-type: none"> <li>a. Very strong domain understanding and appreciation of the challenges and requirements of the end customer</li> <li>b. Can handle variety of customization requirements</li> <li>c. Industry specific applications, <ul style="list-style-type: none"> <li>i. <a href="http://www.tracersoft.com">www.tracersoft.com</a></li> <li>ii. <a href="http://www.tracerassettracking.com">www.tracerassettracking.com</a></li> <li>iii. <a href="http://www.tracertemp.com">www.tracertemp.com</a></li> <li>iv. <a href="http://www.tracerivms.com">www.tracerivms.com</a></li> </ul> </li> <li>d. Simple, easy to use, Indepth application</li> </ul>
5	Field Services	<ul style="list-style-type: none"> <li>a. Skilled &amp; Experienced Field Service Engineers (Cars, trucks, Earth moving machineries, Pullers, Tippers etc.,)</li> <li>b. Experience of several installations &amp; implementations (small, mid size and large scale)</li> <li>c. Presence in several territories and capacity for more.</li> </ul>
6	Platform Interoperability	The software platform has the ability to seamless connect to different enterprises application. These could be traditional ERP, financial applications or more enterprise mobility applications. Large organizations can harness the power of the solution and realize returns on their investment.
7	After Sales Support	<ul style="list-style-type: none"> <li>a. Dedicated help desk</li> <li>b. Online Customer ticketing system</li> </ul>



## Customers on TRACER

## Platform – India

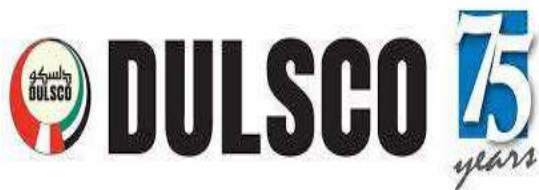


J. Kumar Infraprojects Ltd.





## Customers on TRACER Platform – UAE





## Customers on TRACER Platform - OMAN



**C. Steinweg Group**





## Contact Us

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**Looking Forward to Serve You !!**

A close-up of a fountain pen with a black barrel and gold-colored accents, including the clip and the ring around the nib. The nib is gold and has the word 'Tracer' engraved on it.

*Thank you*