

5. Készítsen egy rövid bemutatkozó e-mailt, amiben bemutatja a cége által készített GPS alapú járműkövető rendszert a lehetséges vevőknek!

– Mutasson be egy Ön szerint hatékonyan működő céget!

– Ismertesse egy GPS alapú rendszer működését!

– Mutassa be, miért lenne hasznos egy ilyen rendszer bevezetése pl.: egy fuvarozó cégnek!

Aételhez szótár használható.

Kulcsszavak, fogalmak:

– On-line gépjármű követés

– Költség megtakarítás, hatékonyság

1. Introducing a real or a fictitious company

Let me introduce our company, ALV View, Hungary, which is the Hungarian branch of a multinational company, ALV View. The parent company is located in Singapore. The Hungarian subsidiary was founded in 2013. We are a small company with about 350 employees and an increasing annual turnover of about 300 million HUF. We are a limited liability company.

The company's main business is to develop and sell GPS devices and softwares to automate operational tasks of vehicle fleet.

The majority of our sales are export sales. We aim to be market leaders in Central Europe and expand to overseas markets as well. At the moment we are working on the latest models of GPS trackers that can be installed into trucks or private cars. A new software is under development called Vehicle Summary Report which has 4 new fields. You can register speeding hours, seat belt violation (in hours), harsh acceleration and braking with it.

2. Introducing a system that works with the help of a GPS device

GPS is an acronym for Global Positioning System. Many people use the term "GPS" when referring to the receiver that's found in their car, but that's not entirely true. GPS is more accurately defined as a **navigation system that relies on satellite signals to show an object's location.**

Although scientists have been working on satellite-based navigation systems since the 1950s, **the current GPS system's predecessor was created in 1973. It was originally commissioned by the United States Department of Defense for use by the military. But during the 1980s, the government started permitting civilians to use the system.**

Devices that use GPS work by receiving signals from special satellites that orbit the earth twice a day at an altitude of about 13,000 miles. There's a minimum number of satellites required for the GPS to function - 24 - but there are usually about 30 satellites circling the globe in case one fails.

GPS satellites continually emit signals that state two pieces of information:

- one, the current time, and
- two, where exactly above the earth the satellite is at that time.

GPS receivers use this information to do a special calculation called triangulation. The receivers compare the time that the signal was sent from the satellite with the time that the signal was received. The difference in time indicates the distance between the receiver and the satellite. **A GPS receiver needs to get signals from three satellites to calculate latitude and longitude; if it gets a signal from four satellites it can also calculate altitude.**

GPS is used in many ways. Scientists use GPS to gather data about earthquakes; surveyors use it to determine property lines; and businesses use it to track delivery vehicles.

GPS tracker – How it works?

It can tell you where on the world the device is at any given time. It provides real-time tracking for your vehicle.

Its big advantage is that it is pretty small. It gives out positioning information and you just need a cellphone to send a text message to the tracker unit to ask for information. The tracker can send back a text message or by a microphone you can listen in what is going on wherever the device is.

Its basic function is to tell you what its position is in latitude and longitude. You just call the device and it will show you a GPS coordinates, as well as your vehicle's speed. It can also do voice surveillance and a movement alert.

3. With the help of a website of a real company we can detect how live GPS vehicle tracking works, what the advantages and disadvantages are.

On this page there are 9 sections which describe in detail **how vehicle tracking works** and what the biggest **advantages** of this system are.

1. Live GPS vehicle tracking
2. Track vehicles on Google map
3. Live tracking on your mobile
4. Tracking history upto 1 months
5. Share vehicle movement with clients
6. Real time trip coverage
7. Real time road traffic data
8. Monitor fuel and detect fuel theft
9. World wide coverage

Don't forget to mention the **possible drawbacks**. (Try to make students guess any disadvantages that the introduction of the vehicle tracking system can bring along.)

For example:

- Some employees may not be comfortable with the idea that they are being monitored all the time.
- It is very expensive to install a GPS tracking system especially for small companies + to maintain databases
- Workers have a tendency to over-rely on different technologies and vehicle tracking devices is one of them. It becomes difficult to track deliveries when there is breakdown because workers are reluctant to step out of their comfort zone.