Press Release

Friday 17th of June 2005

Broekman Automotive tracking vehicles at a distance

Broekman Automotive deploys largest RFID/RTLS vehicle locating system in the world

The Rotterdam Car Terminal (RCT) and Rotterdam Car Center (RCC), both part of the Automotive Division of the Broekman Group, will deploy a 'real time locating system', based on 'radiofrequency identification' (RFID[1]/RTLS[2]). This vehicle locating system will enable Broekman to track, trace and locate the vehicles – which are offloaded in the Port of Rotterdam and prepared for transportation to dealers – very accurately, within a range of only a few meters. With more than 40,000 vehicles on approximately 750,000 square metres, Broekman Automotive is deploying the largest RFID/RTLS-system in the world. Broekman has selected Mieloo & Alexander Business Integrators as the integration partner to implement this solution.

Broekman Automotive currently process approximately 250,000 cars per year. A significant further growth is expected for the near future. An RFID-based vehicle locating system will enable Broekman to process such high volumes in a more efficient manner.
Radiofrequency identification technology is generally considered as the successor of bar coding technology. The disadvantage of the bar code is, that it must be scanned manually, as is the case in super markets. Also Broekman currently use bar codes to identify the vehicles. Vehicles have to be opened to be identified and the location on the site is manually entered in a computer system. Entering data in a system manually, with such high volumes is error prone. Just try to find the correct vehicle among thousands of identical dark blue Volkwagens.

As opposed to bar codes, RFID-tags can be read automatically and from a distance. The tags consist of a chip with an antenna. Broekman Automotive will be using the *active* tags and technology from WhereNet. These tags have an internal battery and can be read from a distance of hundreds of metres. On the 'car terminal' approximately 125 RFID location sensors will be placed, which will carry out the so called triangulations in order to determine the exact position of the vehicles on site. This vehicle locating system can determine the exact location of 40,000 vehicles in real time. Besides *identifying* vehicles at a distance this solution will also *locate* the vehicles.
The introduction of this vehicle locating system will lead to significant improvements for Broekman Automotive: higher efficiency, higher quality of service and shorter lead times of vehicles on site.

The Real Time Locating System (RTLS) deployed at Broekman Automotive will be the largest in the world.

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[1] RFID: Radio Frequency Identification
[2] RTLS: Real Time Locating System

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Broekman Automotive
Broekman Automotive is part of the Broekman Group.
Broekman Automotive is an internationally renowned service provider, operating in the field of automotive logistics. Broekman Automotive provide high quality services on a worldwide scale.
With more than 45 years of experience, Broekman Automotive offers a complete range of services, tailored to the specific needs and wishes of both car manufacturers and their customers.
On the vehicle logistics sites in the Port of Rotterdam and in Born, Broekman Automotive take care of every detail of the logistics operation from start to finish.
Besides transportation services, Broekman Automotive offer a full range of value added services, such as e.g. providing customs documentation and clearance, vehicle inspection, installation of accessories, damage and repair services and warehousing.
www.broekman-group.nl

Mieloo & Alexander Business Integrators
Mieloo & Alexander Business Integrators is a consulting firm specialised in technology enabled business improvement. Mieloo & Alexander is a leading Supply Chain and RFID solutions provider and successfully design, plan and deploy solutions that transform your organisation in order to achieve sustainable competitive advantage. Mieloo and Alexander have years of experience, in-depth knowledge of business processes and technology and a true hands-on, get it done mentality that has resulted in strong and lasting relationships with clients such as Sony Europe, Akzo Nobel, Maxxium Worldwide and Forbo Group. Mieloo and Alexander is located in Rotterdam and have recently been nominated for the Entrepreneurship Award Rotterdam 2005.
www.mielooandalexander.com

Over WhereNet Corp.
WhereNet is the first company to deliver a single wireless location and communication infrastructure that reliably and cost-effectively manages valuable mobile resources and delivers a complete return on investment within 6-12 months. Based on patented, standards-compliant technology resulting from a collective 100+ years of development, the WhereNet real-time solutions enable companies such as BMW, Ford Motor Company, and NYK Logistics to reduce inventory, lower operating costs, and improve operations. The company has received the Henry Ford Technology Award; was recognized for strong ROI by Computerworld; was ranked among the top 10 in the InfoWorld 100; and has been recognized as a wireless innovator by Forrester Research, Computerworld ROI, Frontline Solutions, Plant Engineering, and Supply Chain Systems magazines. WhereNet is headquartered in Santa Clara, California, with offices throughout the United States and Europe.
www.wherenet.com