

Press Release – 19th September 2011 – for immediate release

The 1st LATAM Telematics Update conference is running in Sao Paulo on the 19th and 20th of September 2011 which CEPA Safe Drive (CEPA) and Telematicus are jointly sponsoring. In a joint presentation about Driver Safety they announced a partnership agreement to deliver the Telematicus software solution to the LATAM market.

CEPA will licence and sell Telematicus software in Latin America, starting Brazil and then the other countries in which they operate including Mexico, Colombia, Paraguay, Peru, Uruguay and Argentina

CEPA was founded by Fernando Cammarota – 24 years ago to deliver Safe Driving Training to multi-national companies in Latin America, their client base includes many of the leading companies including the likes of Johnson & Johnson, Monsanto and Anglo American. The “data centre” solution they offer for their client’s is innovative and increasingly relevant. Telematics is a way of capturing the data, the establishment of CEPA Telematics is an indication of their commitment to developing the business with the solutions that clients want.

Commenting on the partnership Rosina Cammarota, CEPA CEO for Brazil said “The Telematicus software solution is an innovative approach towards data capture, that supports the development of our business for existing and new clients” Duncan Espiga, CEPA Chief Innovation Office commented “The smartphone market has exploded and we are excited about the potential of bringing this disruptive technology to LATAM”

Telematicus was founded by Simon Ralphs and Dr Adrian Dore to deliver business process management and operational software solutions to the global market. Telematicus has developed an innovative approach to driver safety, efficiency and environmental impact called global green drivers that cover the whole of the vehicle spectrum. The GGD application run on all major mobile handheld devices as well as smartphones, and provides a low cost, rapid deployment alternative to installed telematics.

Commenting on the partnership Simon Ralphs, Telematicus CEO said “The Brazilian market place, alone, is expect to go to 96M vehicles by 2014 and it was important for us to have a strategic partner in LATAM who not only understood the local market but our innovative technology and approach, which CEPA do. CEPA are recognised as leaders in their field around the world and we are very pleased and excited about the potential for the partnership.”

For more information about CEPA then visit www.cepasafedrive.com or contact Duncan Espiga at despiga@cepasafedrive.com. For more information about Telematicus then visit www.telematicus.com or contact Simon Ralphs at simon.ralphs@telematicus.com

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