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FOR IMMEDIATE RELEASE

## **Education Logistics (EDULOG) Announces that the Midland Independent School District of Texas Will Implement a GPS/AVL System with Zonar V2J On-Vehicle Units**

**Missoula, Mont. – December 29, 2011** Education Logistics, Inc. (EDULOG) announced today that it will be implementing an *EduTracker* GPS/AVL system using Zonar hardware for the Midland Independent School District (MISD), Texas.

The MISD is located between of the cities of Dallas/Fort Worth and El Paso along the Interstate 20 corridor. The district has six high schools, four junior high schools, and 24 elementary schools, in addition to a technology center. Approximately 22,000 students are enrolled in the district.

Products and services that EDULOG will be providing include the *EduTracker* software, implementation services including mapping, software training, transportation data entry, and project management by EDULOG staff. The MISD will utilize its existing Zonar V2J hardware units for transmitting GPS data from the vehicles to the software system.

Additionally, EDULOG will set up a web-enabled portal that will show which buses are running late and early via the real-time data from the GPS/AVL software. The portal will also compare the planned departure and arrival time data versus the real-time data, ultimately giving the MISD transportation comparative analysis functions.

“The EDULOG GPS/AVL software solution has a proven track record of producing results while being easy to operate, which is appealing to us,” said Willie Tarlton, transportation director for the MISD. “And using the Zonar V2J units and being able to integrate them with EDULOG’s GPS software made perfect sense, both fiscally and operations wise.”

Tarlton continued: “One of the major reasons for this purchase is to increase customer service to the children, parents, and the community we serve. This new edition of EDULOG will allow us to display information on our district website while using our routing data and the Zonar GPS and EDULOG interface to display early and late arrivals, as well as the estimated time of arrivals from stops. In this day and age every dollar counts and I truly believe the Midland Independent School District will see a return on investment. I look forward to working with EDULOG and using the system to produce meaningful benefits that in turn will improve our service while reducing operating costs at the same time.”

“We are pleased that the MISD has recognized that successful school bus GPS/AVL tracking requires a detailed knowledge by the vendor of routing and scheduling activities,” said EDULOG president Jason Corbally. “EDULOG is pleased to add the MISD to our growing list of customers, and we look forward to serving the district for many years.”

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for school busing. EDULOG’s *EduTracker* provides school districts with a cost-effective and integrated method of tracking bus locations at all times. With this innovative technology, not only can you have the exact location of any bus displayed on a map, but the time and location of each pick-up and drop-off can be recorded for route analysis, emergency notification, and accident reporting. Enhanced productivity, optimized fleet assignments, improved safety and security, and increased community service are all provided by the EDULOG *EduTracker* system.

*Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978. EDULOG partners with K-12 school districts to provide planning and management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost-savings plans, GPS-based routing software, student tracking, driver time and attendance tracking, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small and medium-sized districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry’s largest source of such expertise. For more information about EDULOG, visit: [www.EDULOG.com](http://www.EDULOG.com)*