



Contact: Jason Corbally  
Director of Sales  
Education Logistics, Inc.  
(406) 728-0893 x 2205  
jcorball@EDULOG.COM

FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces That the  
Roslyn Public Schools, NY Will Implement a  
Cell Phone-Based GPS/AVL System**

**Missoula, MT – August 23, 2010** Education Logistics, Inc. (EDULOG) announced today that it will be implementing a cellular-based GPS/AVL system for the Roslyn Public Schools (RPS) of New York to complement the district's existing EDULOG routing and scheduling software. The district will install EDULOG's innovative *EduPhone* mobile software application. This software system uses standard GPS-enabled cell phones to communicate in real time information about school bus activities and locations. In addition to the mobile application software, EDULOG will also provide *EduTracker* server software and project management services to incorporate these advanced tracking capabilities into the RPS's existing transportation operation.

The Roslyn Public Schools serves 3,400 students who attend five schools on the north shore of Long Island.

"Knowing with certainty the location of each bus at any moment is very important both to our district and to the community. Therefore, we've been looking at GPS systems for several years," said RPS transportation director David Shoob. "But like many districts, we have only a limited budget for software and equipment, and we were wondering if we'd ever be able to get what we wanted: that is, until we saw the EDULOG system. Not only is the *EduTracker* system very affordable because it uses cell phones for the hardware, but it also has everything we need: it can track buses all over Long Island, it can integrate with our routing and scheduling software, and we can add student tracking with RFID readers at any time. We're looking forward to installing the system this fall," added Shoob, "and I'm sure that we will see a return on our investment very soon."

"We're pleased that the RPS has recognized that the future of school bus GPS/AVL involves integrating GPS/AVL with routing and scheduling and student tracking," stated EDULOG president Mike Darling. "The EDULOG cell phone GPS/AVL solution is low cost, uses open technology, and allows for immediate and effortless upgrades to both hardware and software. For example, if the district wanted to add an electronic vehicle inspection system next year or incorporate driver payroll, with the EDULOG solution there would be no need to buy all new hardware—it would just be a matter of plugging in more software. And as cell phones advance in capabilities, all the district has to do is ask its telcom provider for new units."

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management in the past 20 years. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for student transportation. In the software realm, *EduTracker* is EDULOG's contribution to a total school district AVL package. *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 the



EDULOG raster 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 can all result from the EDULOG *EduTracker* system.

*Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978, with an estimated 150,000+ school buses routed by its clients each day. EDULOG partners with K-12 school districts to provide total transportation management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost savings plans, GPS-based routing software, student tracking, driver payroll, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small 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).*