



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
Sonoma Valley Unified School District, CA Will Implement a
GPS/AVL/Student Tracking System**

Missoula, MT – February 2, 2011 Education Logistics, Inc. (EDULOG) announced today that it will be implementing a GPS/AVL and student tracking hardware/software system for the Sonoma Valley Unified School District (SVUSD) of California. The district will implement an EDULOG system using on-vehicle LMU GPS/AVL devices for vehicle location and RFID card readers for student tracking. In addition to the on-vehicle hardware, EDULOG will also provide *EduTracker* server software and project management services to incorporate these advanced tracking capabilities into the SVUSD's existing transportation operation.

The Sonoma Valley Unified School District is in California's North Bay area and provides busing to approximately 1,200 students daily on 14 bus routes. The district transports students to five elementary, two middle, and one high school. The district also buses students to two charter schools and to the Valley of the Moon Children's Home.

"We looked at other GPS and student tracking systems," Transportation Director Stacy Ledou said. "But in the end, EDULOG was able to offer us the best system, set-up, and service agreement for the greatest value. EDULOG sold us on their ability to provide school districts accurate tracking and fleet management capabilities and the needed training and support to make the system run effectively."

"In addition to the *EduTracker* system for GPS, we will install RFID readers for student tracking," he said. "This all works together toward our ultimate goal to accurately track all of the students who ride the buses and make sure that the students are always accounted for and safe when under our services."

"We're pleased that the SVUSD recognizes the importance of GPS/AVL and student tracking to efficient and safe school busing," said EDULOG president Mike Darling. "The EDULOG integrated solution for GPS/AVL and student tracking is low cost, extremely accurate, and supported by the industry's most experienced group of implementation and consulting professionals. Other companies sell a district some hardware and consider the job completed, but at EDULOG we continue to develop and refine the software, manage the project, and assist the district throughout the life of the contract," Darling added. "Because all GPS and student tracking hardware is essentially the same, it's software and support that differentiate the companies, and EDULOG's record is outstanding: we've been successfully support school district transportation providers for more than 30 years."

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.

In keeping with the "one size does not fit all" philosophy, EDULOG's approach to student tracking has been to design its solutions to offer clients the ability to select from the complete range of student tracking options. The EDULOG student tracking system provides a tremendous service to schools and parents: it can determine with detailed accuracy where a student is located, if/when they were picked up or dropped off, and at exactly what time. Beyond daily operations, further routing efficiencies can also occur because the system gives districts a better understanding of exactly how many students are actually riding the bus compared to the total number eligible for transportation.

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.