

Satellite navigation data solutions

Innovations provide time, cost, safety and environmental benefits...

In every large city lorries get lost on the ring roads causing tailbacks until such events appear commonplace. Get away from this to the country only to find that local villagers are up in arms about noisy HGVs thundering through ancient streets and damaging the environment.

The introduction of cheap consumer satellite navigation devices provides the means to radically alter drivers' behaviour and improve safety and the environment for all road users. It can also provide commercial drivers with reliable and up-to-date information that they need whilst on the move.

Consumer satellite devices are built with the mass market in mind and therefore don't as standard provide specific facilities or the detailed data required by commercial drivers, logistics and haulage firms. Luckily the current technology allows extra data called Points of Interest (POI) to be uploaded, helping to bridge this gap.



industry stakeholders developing data used by the commercial transport sector. The result is a set of innovative solutions that are now well regarded within the industry. These encompass add-on data for use with standard sat nav units:

Low Bridge avoidance – used to safely avoid Low Bridges, plan routes and re-route drivers around low bridges and other hazards.

Commercial vehicle data packs – these help drivers plan their journeys and locate the resources they need, for instance petrol stations, fuel depots, weigh bridges, service stations, truck stops, business parks, etc.

Environmental data packs – working in partnership with local councils, we are piloting special routes for local authorities. These encourage drivers to avoid sensitive parts of town or villages during peak times such as during school runs. Areas included are schools, congestion zones, lorry exclusion zones, environmentally sensitive areas and limited access routes.

Custom data packs – we also develop special data specifically used by organisations internally, eg. the location of every Department of Transport fuel depot. This has helped the department's drivers plan their journeys efficiently and reduce costs by refuelling only at designated locations.

Conclusions

Landis Media are providing solutions to the industry that are delivering benefits to industry today. Rather than wait for more complex initiatives, we are

pragmatically helping to alleviate congestion, improve environment, tackle local concerns, reduce costs and wastage, and increase efficiency, using current consumer technology. Our clients are local councils, highway departments, supermarkets and haulage firms who recognise these bottom line and safety benefits. We are helping to reduce bridge collisions dramatically and avoid environmentally sensitive areas.

The internet makes possible the rapid dispersal of this data across the UK, and online updates are simple and effective. Data packs are easily installed by drivers themselves, reducing support costs and making the roll-out of a UK-wide fleet solution feasible.



Gary Pearson
Managing Director

The information underpinning these solutions already exists within your organisation. With our specialist help, it can be quickly turned into a valuable data asset. With the widespread public use of sat-nav, the public expects to see public and private sectors using this technology to 'work smarter'.



One of the most requested items by these drivers is the location of low bridges within the UK. On average there are 2,000 bridge collisions in the UK every year, which cost the country millions of pounds not to mention the knock-on effect for the council, commuters, railways and insurers. Landis Media have created a national UK database of these bridges, which is helping to wipe out collisions, avoid congestion, disruption, repair costs and improve safety. We actively work with



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