Fly Taxi Takes the Lead with Mototrbo

"**Fly Taxi has become the first taxi company in Romania to use digital radios with GPS and a SafeDispatch solution, which makes us unique and keeps us ahead of our competitors.**"

Carmen Enciu, General Manager

First taxi in Romania to use MOTOTRBO with GPS

Fly Taxi is the first taxi company in Romania to deploy Motorola's MOTOTRBO digital two-way radio system to improve dispatch efficiency and enhance the safety of its drivers and passengers. The move has seen Fly Taxi become a leader in providing taxi services to and from the Henri Coandă International Airport in Bucharest and securing contracted services for the capital city's major organisations that include banks, hotels, oil and insurance companies.

The MOTOTRBO digital radio network has been integrated with SafeMobile, a mobile asset management solution from Motorola Application Partner, American International Radio, Inc. (AIR).

Supplied by local reseller Ageximco, the system comprises a MOTOTRBO DM3600 base station which is connected to a computer at Fly Taxi's control centre. AIR's SafeDispatch client-server software application provides AVL/GPS location and text messaging services, along with many other features available for expanding the system to meet future needs. SafeDispatch has an intuitive graphic user interface which makes it easy to use and simplifies the tracking of vehicles. The system also generates reports based on data received from the radios regarding the taxis' location, speed and direction.

Some eighty taxis have been fitted with MOTOTRBO DM3601 radios that support text messaging and can transmit GPS co-ordinates to the control room in real time. The radios have a built-in modem and USB and IP interfaces, which makes it easier to integrate them with data devices and third-party applications such as SafeMobile. A second DM3600 base station is dedicated to voice communication between dispatchers and cab drivers.

Operators at Fly Taxi can now locate a cab based on a number of pre-determined search criteria, which reduces waiting times and maximises the use of vehicles to maintain optimum levels of service and profitability. The system has also increased safety by allowing operators to pinpoint the exact location of a driver in the event of an incident.

MOTOTRBO's use of Time Division Multiple Access technology allows Fly Taxi to benefit from expanded call capacity, eliminating congestion in the control room. The ability to transmit voice and data simultaneously has reduced the amount of time taken to allocate and dispatch vehicles, enhancing customer service.

"With the combination of MOTOTRBO radios and the SafeMobile solution, we are now able to improve the efficiency of our dispatching through more efficient routing and job assignment. SafeDispatch shows us a real-time picture of exactly where our vehicles are located and how long they've spent on a job site," said Stefan Georgescu, Dispatch Centre Chief.

Industry name
Taxi services

Solution Features
- 2 DM3600
- 80 DM3601 units
- Safe Dispatch (AVL / GPS location, Text messaging Reports)

Benefits
- Reduced waiting time
- Maximised use of vehicles
- Increased profitability
- Eliminated congestion in control room
- Simultanous transmission of voice and data
- Increased safety

MOTOROLA

Motorola Ltd, Enterprise Mobility Solutions, Jays Close, Viables Industrial Estate, Basingstoke, Hampshire, RG22 4PD, UK
www.motorola.com