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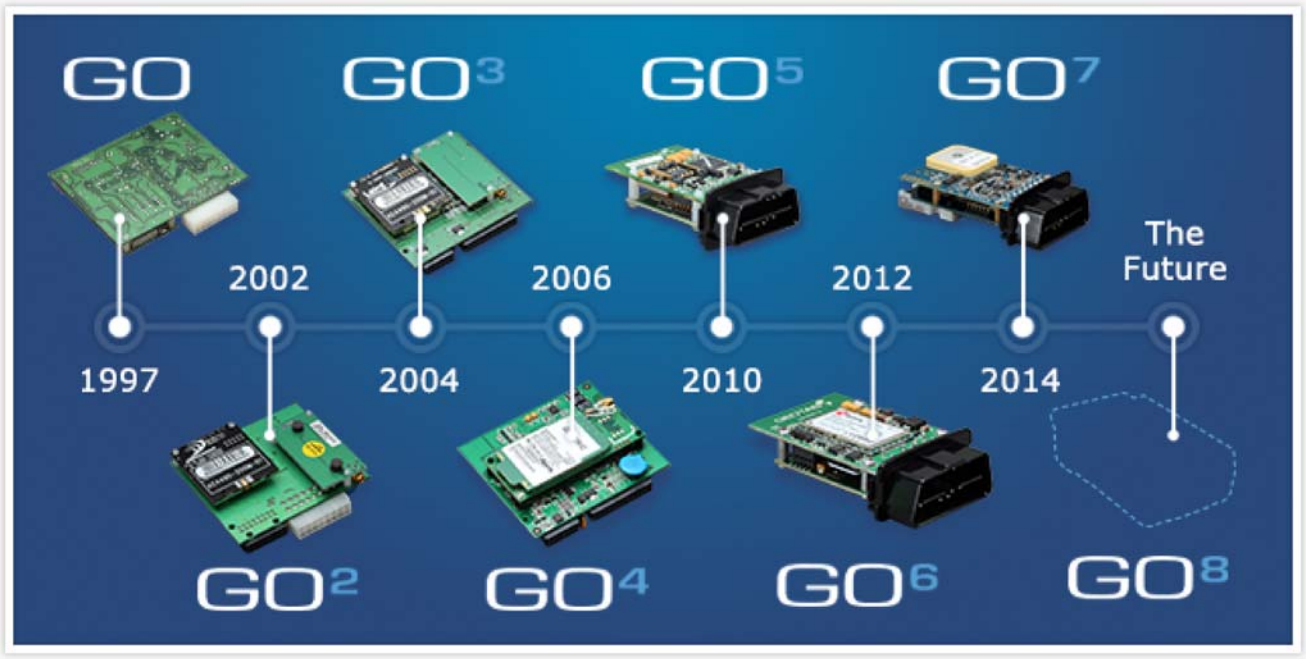
A Look at the Geotab GO Device: Past, Present, and Future

June 22, 2015



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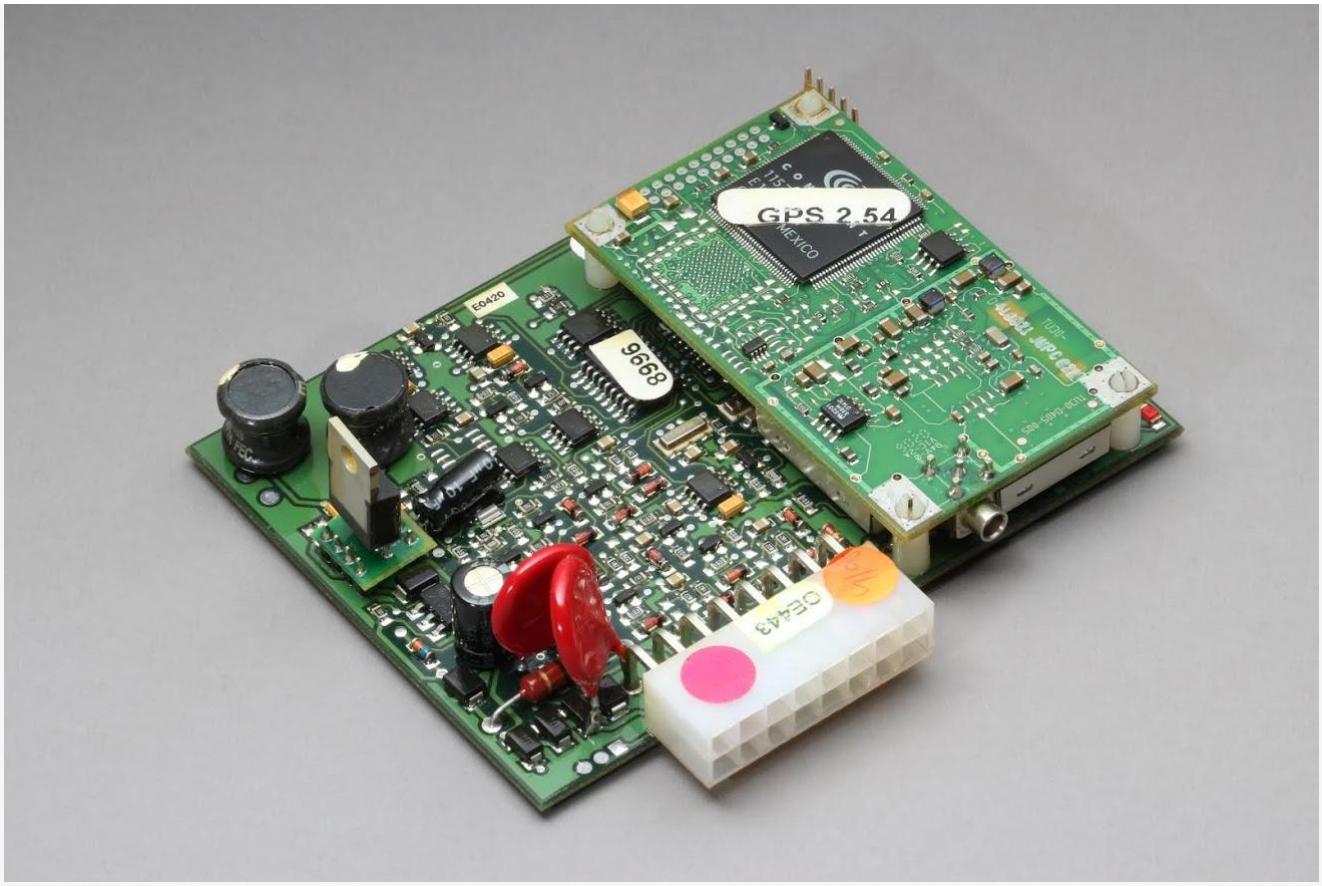
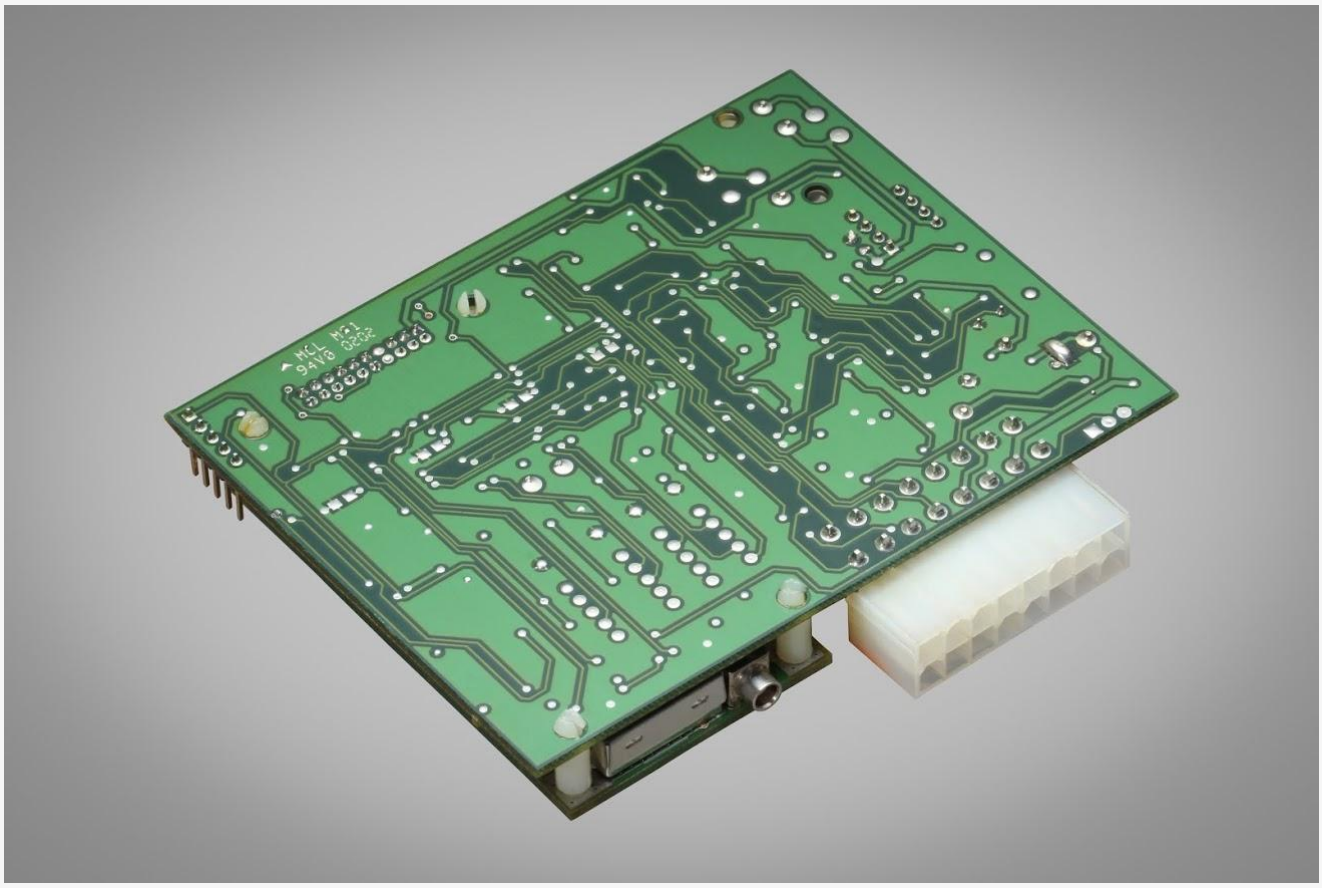
Geotab's GO telematics device is a world first expandable plug-&-play telematics technology. Initial production of the Geotab GO1 device began in 1997. Since then, Geotab has continued to modify and enhance various aspects of the device, and has most recently released the GO7 model. The original GO1 device's main features included GPS recording and key downloading, which can be compared to today's live stream GPS tracking with engine diagnostics, as well as more interfaces and functions. Geotab continues to work to meet the diversified demands of Fleet Managers from around the world.

Geotab GO1 Telematics Device

The original GO device was a 4 x 3 x 1.5 inch box, which recorded vehicle GPS data. Customers could download the GPS data through a "key" that connected to the device. The firmware was running on PIC16 at 4MIPS, which was sufficient for storing limited data at that time.



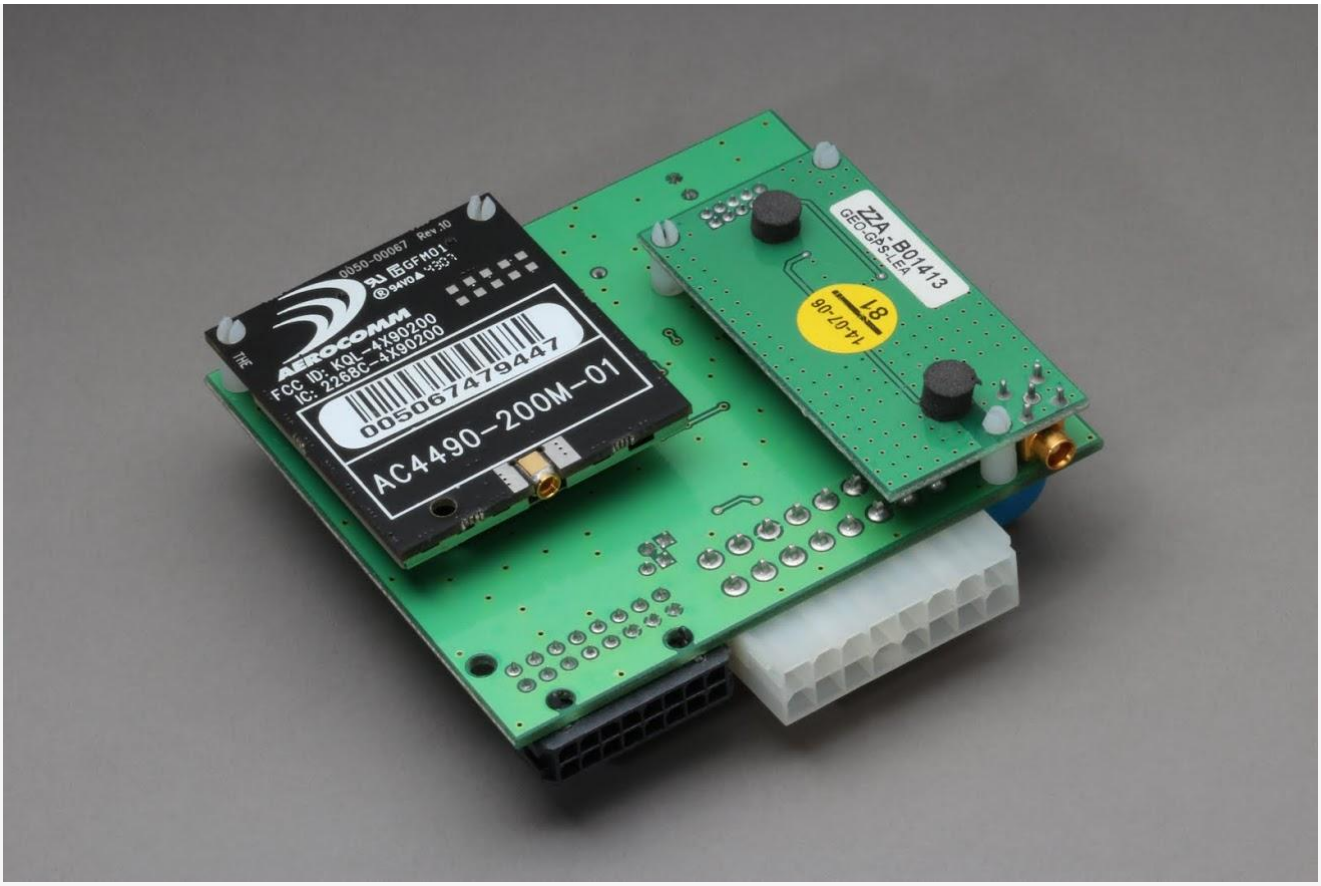


Geotab GO2

to counting by minutes. GO2-RF integrated an RF module, which could wirelessly transfer the data to the database when the vehicle passed within fairly close proximity to an RF receiver. Live tracking was also available by connecting an add-on modem to the GO device. GO-LIVE allowed the customer to access the real time vehicle data. While the live method is the most convenient, cellular data costs were fairly high at that time so sending the data through air was not very popular in the market. The printed circuit board (PCB) size was the same as the GO1, but the device was larger to improve the wiring stability. The multiple control unit (MCU) was upgraded to PIC18 at 10MIPS and the data FLASH was enlarged to 8MB in order to support the added functions.

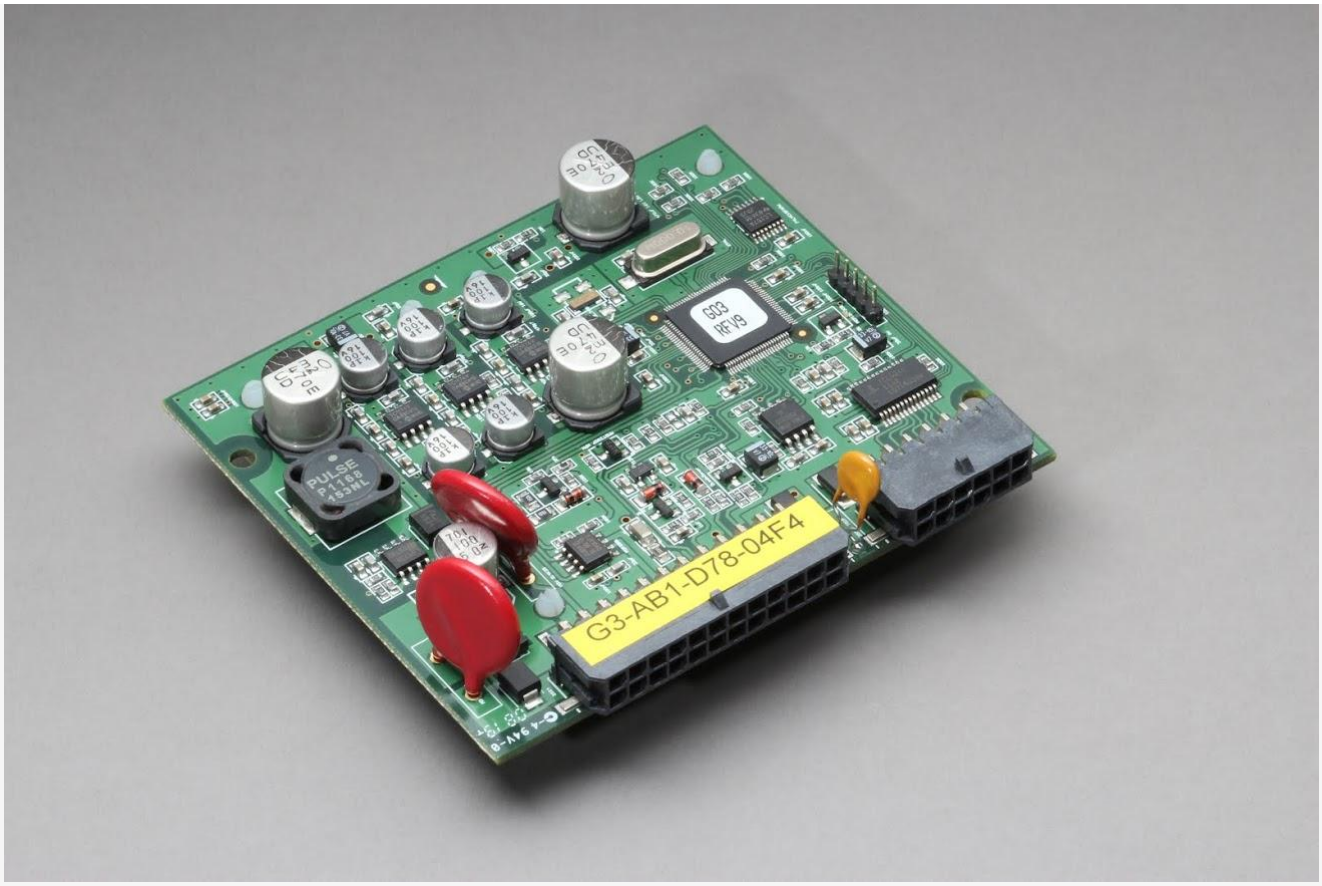
In addition, GPS data was no longer the only information that the GO device was collecting. Auxiliary inputs were introduced to monitor part of ON/OFF status of vehicle circuitry, and the vehicle ignition on could also be detected. Another new feature was the addition of the Relay Control Ability. The GO2 could store 20, 000 records, which meant that more than 2 days of data could be saved inside the device when sampling every 10 seconds.

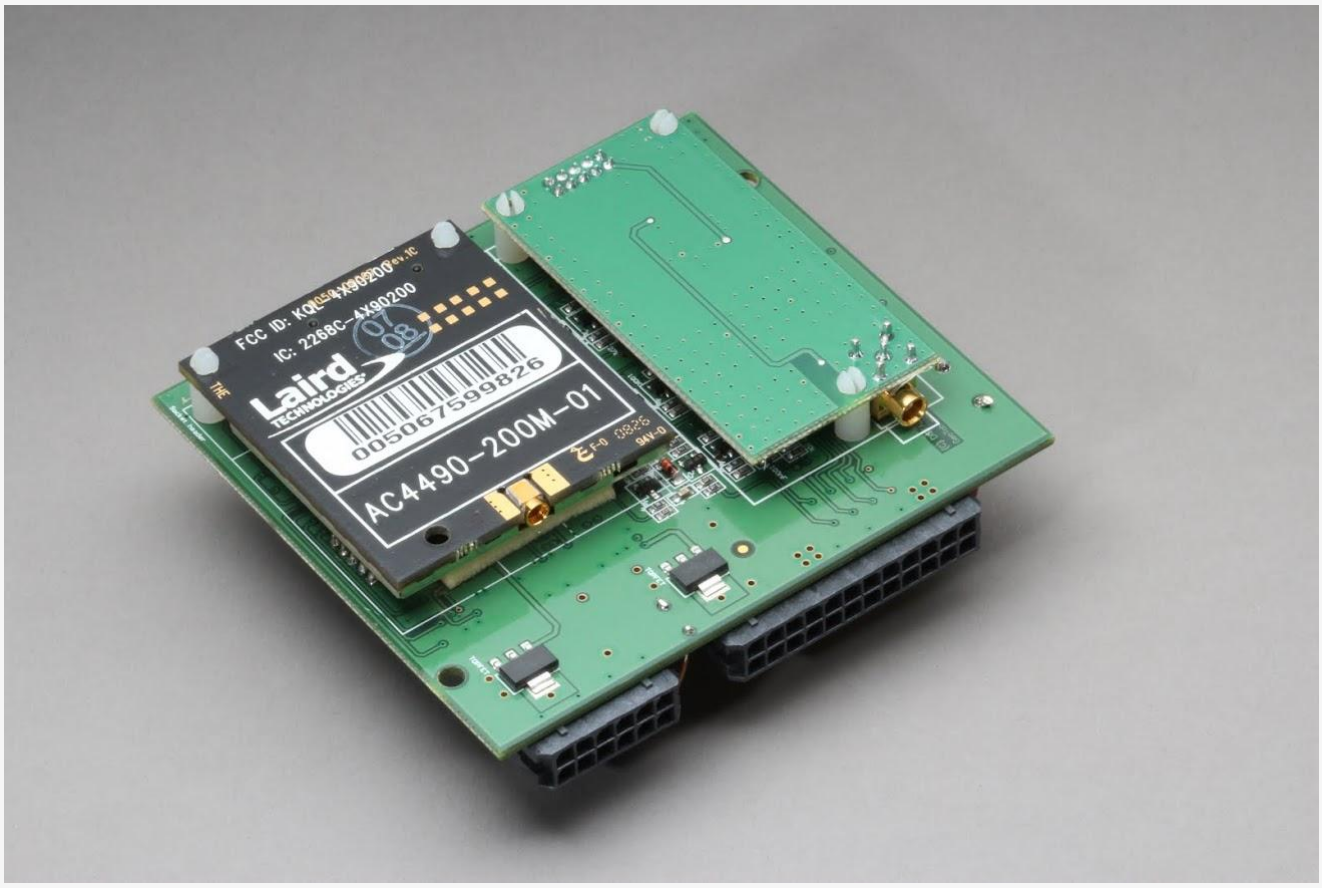
A sub-version of the GO2 called the GO2-J1708 (supported J1708 interface) allowed the engine data to be recorded. The data FLASH was enlarged to support a 40K record size and 4 days of data.



Geotab GO3

The GO3 was released in 2006 to support more functions such as J1939 (CAN bus) and WIFI. On the engine side, J1708 supports RS485 for legacy vehicle while J1939 supports CAN standard, which was becoming more popular around this time. Multiple download accesses including RF and WIFI were provided. The MCU was upgraded to PIC24 running at 20MIPS while data FLASH was enlarged to 32MB.





Geotab GO4

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