



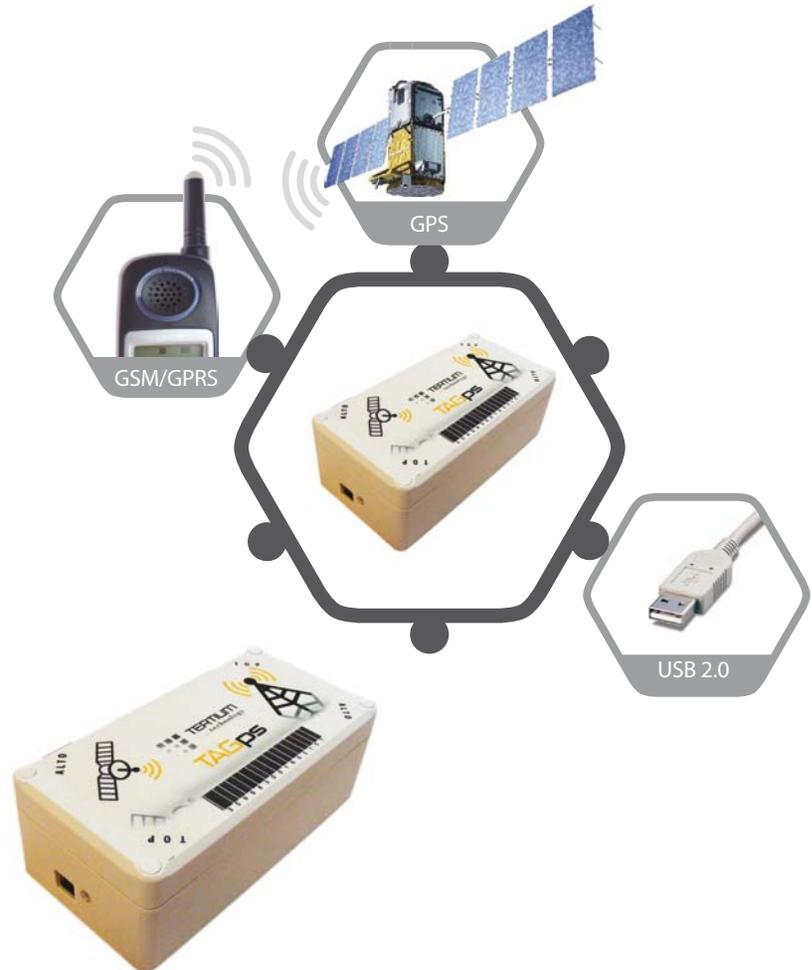
TERTIUM
— technology



TAGps

Maserati S.p.A, established on December 1, 1914 in Bologna by Alfieri Maserati, started its business by developing "Isotta Fraschini" road racecars. Since 1940, the Trident brand has had its headquarters in the historic plant on Viale Ciro Menotti in Modena, which is still used as manufacturing plant.

*The **Kuehne+Nagel Group**, with a head count of more than 54,000 and 850 sites in 100 countries, is one of the major logistic players worldwide. Its market strength is logistic services by sea, air and land, with a focus on IT processes in all the line's management.*



TAGps

The need

The main goal of Kuehne + Nagel Italia, the logistic partner which developed the project with the partnership of Maserati, was to provide physical tracking of the cargo that was entrusted to it, to offer the client a unique, high added value on the automotive market. The objective was to develop seamless car handling from dispatch from the Maserati plant, to delivery to dealers worldwide



Installation in the car TAGps

The solution

TERTIUM Technology, technological partner of the project, designed and produced TAGps, an active RFID tag equipped with a GPS receiver and a GPRS interface. Thanks to the application of the most advanced Ultra Low Power Wireless techniques, it has a life range of more than 6 months and is powered by its on-board battery only. From the moment automobiles leave the Modena plant, the TAGps placed on each car periodically communicates GPS positions to a central server. Vodafone M2M SIM cards are used for communication because this connectivity operator ensures virtually global GPS coverage. This information is available to users through a web interface which uses Google Maps APIs to show both the route traveled by the cargo and its current position on Google Maps



TAGps with its mount