

Halda – higher profitability for taxis



Project
management
and planning

Systems and
products

Training,
support and
service

HALDA

Halda creates new opportunities for taxi operators

The rapid development of new technology brings tremendous benefits for taxi operators. Making optimum use of this technology requires a supplier that can take total responsibility for functionality and systems. A supplier that also assumes responsibility for the important planning work in order to help you be up and running as soon as possible. A supplier that includes training, support and service as natural parts of the overall offering.

This is where Halda® comes in – a partner for operators who demand high standards on effective traffic co-ordination, efficient payment administration and a judicious approach to safety.

Together with the taxi industry we have created a total solution adapted to your needs, a system in which all the components are designed to work together – from the word go. This enables you to benefit from your investment, strengthen your competitiveness and increase your profitability fast.

We do not leave you as soon as delivery is complete. You have a partner working alongside you all the way. Day and night. All year round.



Halda delivered its first taximeter in 1899

Halda delivered its first fare meter back in 1899. Nowadays, there are around 30,000 of our meters in use in Europe. Trancometer was established in 1985 and acquired the Halda business in 1991. In 2003, Trancometer changed the name of its company and its product brand to Halda. This was a natural progression as the Halda name was already used by our subsidiaries in Norway and Denmark.

These days we are simply called Halda. And we are well-aware that it is a name that carries obligations. For over a century, Halda has been making life a little easier for taxi drivers all over the world, and we plan to carry on doing so.

One supplier – one responsibility – one total solution

Halda – a complete concept

Halda offers comprehensive, technologically leading business support for taxi operators, developed together with the taxi industry. A concept for increased profitability, which simplifies your routines. Raises the level of service. Creates a safer, more secure working environment. And which is already prepared for the possibilities of tomorrow.

The concept encompasses:

- Project management and planning
- Systems for traffic co-ordination and payment administration, and products
- Training, support and service

This means that at Halda we assume overall supplier responsibility and offer you a total solution in which all the components are designed to work together.

It also means that you always:

- Have a discussion partner when you want to improve your efficiency and profitability.
- Have a supplier that can satisfy all your needs as regards products and technology.
- Have a partner that can always offer you the right training, support, guidance and service.

Halda – a total supplier

1. Project management and planning

2. Product range that works together

a. Bookings, traffic co-ordination and payment administration

b. Communication

c. Vehicle equipment

c1. Halda M1 taximeter with thermal printer and credit card reader

c2. Halda PC – traffic management terminal with alarm

3. Training, support and service

1. Project management and planning

When you want to improve your efficiency, it is vital to have a contact that knows your industry. That can recommend products, and advise against others.

As a Halda customer, you always have a dedicated project manager. A contact who can deliver exactly what you need. And because we are a complete supplier we can also assume overall responsibility. This enables you to benefit from your new investment, strengthen your competitiveness and increase your profitability fast.

And we are with you every step of the way. This approach is illustrated by our User Forum, customer meetings where we collect suggestions from you and your colleagues and ensure that our system is always adapted to your needs.

As all our customers work with the same system and the same versions of the system, each update and improvement is quickly available to all users.



2. Systems and products

Halda is a complete supplier of technical solutions for taxis, whether you are looking to upgrade the dispatching centre or seeking new communication opportunities or vehicle equipment.

Our systems are comprehensive and have a logical, functional structure, where all the components are adapted to each other from the word go. This results in increased profitability, security, flexibility, safety and environmental consideration.

Bookings, traffic co-ordination and payment administration

Halda's system for more efficient bookings and co-ordination rapidly increases the capacity of the dispatching centre. Another benefit is that the financial administration is made easier thanks to simpler routines for uploading, credit management, invoicing and account settlement. We also have the technology to extend co-operation with other taxi firms, such as through shared dispatching centres with company-specific settings.

Communication

This is where you choose the best communication system for your needs, such as GPRS, radio or Mobitex. In recent years, many of our customers have switched to fully automated traffic co-ordination based on the vehicle's GPS position. This enables the dispatching centre always

to find the closest taxi for each pick-up. The result is improved service for the customer, more efficient booking/co-ordination and lower impact on the environment.

Vehicle equipment

Halda M1 is a totally new taximeter in our product family. Small, slim and easy to place. Together with Halda PC, a traffic management terminal with GPS positioning, it simplifies your working day considerably. Another innovation in our range is a surveillance camera which together with an alarm function produces a safer, more secure working environment.

Halda's systems and products

a. Bookings, traffic co-ordination and payment administration

b. Communication

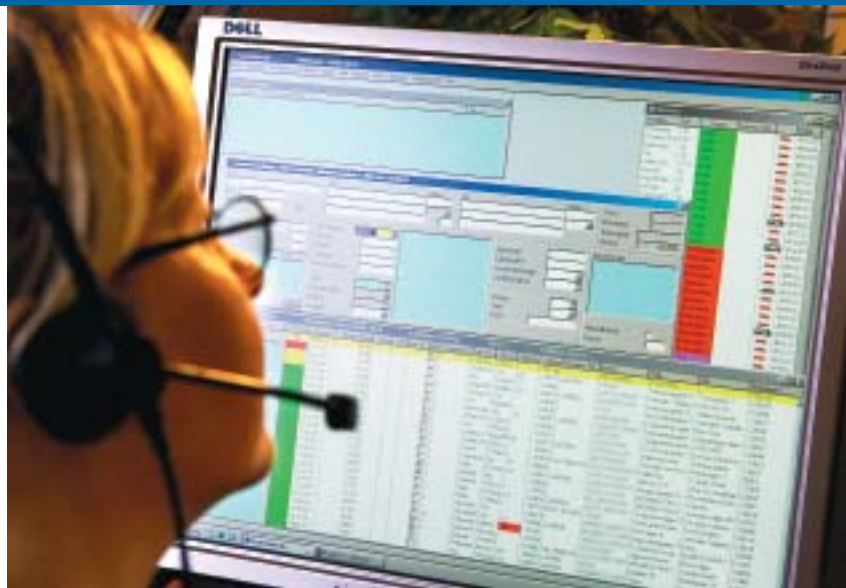
c. Vehicle equipment

a. Bookings, traffic co-ordination and payment administration

The dispatching centre is the hub of any taxi firm. But for the business to run smoothly in this modern age, contacts and means of communication need to be streamlined.

With Halda as a partner you have the right tool for booking/dispatching and traffic co-ordination. Quite simply, it is easier for your customers to choose you, and you can create a more efficient organisation.

Our system includes closely connected functions that help all aspects of payment administration run more smoothly. After each fare, the transaction is sent directly via GPRS to the system. The system boasts functions for communication with card and payment systems, invoice management and account settlement.



We also enable taxi firms to share capacity at a dispatching centre – with company-specific settings, naturally. The flexibility of the system also creates full integration with external customers and dispatching centres such as mobility services and airport taxis.

An important benefit is the open PC interface which can be shared by everyone, and which also keeps you prepared for the possibilities of tomorrow.

The dispatching centre
is the hub of any taxi firm



New contacts – a host of opportunities

More precise traffic co-ordination

Thanks to GPS positioning, you always know where each vehicle is, enabling you to answer bookings more quickly and always give the customer an accurate answer.

Simpler administration

You are automatically connected to different card and payment systems via our system. The system also includes functions for invoicing and settling accounts. As a result, your financial administration is simplified considerably.

More flexible management

Halda works with open interfaces. The system links together your contacts with dispatching centres for mobility services, patient transport or school transport in a flexible way.



Increased co-operation

Now several taxi firms can share a single dispatching centre. With our system each company still retains its unique profile. There are also opportunities for establishing a clear division between the co-operating firms.

Improved security

Thanks to GPS positioning, the dispatching centre and your work colleagues in the fleet always know where you are. If the alarm is activated the vehicle's journey can then be monitored by radio and/or GPRS.

b. Communication

Halda provides you with a network that efficiently handles contacts not only with customers, drivers and vehicles, but also with public authorities and dispatching centres within the county council and municipality, with account customers and, of course, with various card and payment systems.

The flexibility of the system also makes it possible to select the most effective means of communication – radio, GPRS, Mobitex, TCP/IP, fax or FTP.

And thanks to GPRS technology, it no longer matters where in Sweden the vehicle is. The dispatching centre maintains continuous contact and can always send information, even when the taxi is outside the range of the individual radio network.

Our concept also includes GPS technology, which is being installed by an increasing number of taxi companies. As the dispatching centre can always choose the car closest to the customer, the result is shorter waiting times for the customer, fewer kilometres driving without a customer, and a lower impact on the environment. Another benefit is increased safety. Thanks to GPS and GPRS technology, the dispatching centre and your colleagues in the fleet always know where you are.

C. Vehicle equipment

The driver's needs are the starting point for all our development work – for a safe, secure and easy to operate working environment. Ergonomic products, designed for today's car interiors, impact tests for all equipment within the impact zone and a user-friendly PC interface therefore go without saying.

Our equipment package includes a brand new taximeter – Halda M1, Halda PC, surveillance camera and alarm.

Halda system package

c1. Halda M1 taximeter with thermal printer and credit card reader

c2. Halda PC – traffic management terminal with alarm

c1. Halda M1 taximeter with thermal printer and credit card reader

>>> Halda M1 taximeter

Our new taximeter is small, slim and easy to place. It is adapted to today's car interiors and is easy to install on the dashboard.

It has a large, clear screen with automatic contrast (the contrast varies with the light level in the car).

The Halda M1 also has the capacity to handle considerably more fares and types of credit than older-generation taximeters, and can also change from a fixed to a variable rate even during a trip.

With the Halda M1, you can choose between uploading the transactions via GPRS directly from the car or storing them on an MMC memory card.

When you use GPRS, a receipt confirms that the information has been received.

The Halda M1 has a thermal printer that prints graphics and supports Windows operating systems. This means, for example, that you can have your own logo on receipts from the printer.

The thermal printer is compatible with Windows operating systems.



The taximeter is small and slim (176 x 23 x 50 mm) and weighs 200g.



The thermal printer supports Windows operating systems.

c2. Halda PC – traffic management system and alarm

>>> Halda PC

Halda PC is a complete on-board computer which is used as a natural part of the traffic management function in our system.

Driving assignments are presented and visualised via clear map graphics and GPS positioning. Moreover, you receive full information about bookings directly on screen.

The PC comprises a CPU and a separate colour and touch-screen display. The taxi firm can decide the means of communication with the dispatching centre. It is also possible to combine various communication options, such as a local radio network together with GPRS or Mobitex.

The surveillance camera coupled with an alarm function ensures a safer taxi. When the alarm is issued, the vehicle can be located quickly via GPS and then monitored on the dispatching centre's map and by other taxis in the fleet.



The computer screen (185 x 145 x 32 mm) weighs 725 g.



Surveillance camera installed in vehicle.

3. Training, support and service

Our total service concept also includes training, support and service. This means short start-up times for new installations, enabling you to make maximum use of your investment without unnecessary interruptions or stoppages.

Training

Our contract with you always incorporates training with any new installation. As you supplement your equipment or upgrade programmes over time, we are happy to assist with training adapted to the new functions. We also arrange customised training when new personnel need to be familiarised with the opportunities presented by Halda.

Support and service

Contact our support function if you have any queries about operating our products or if you need help with troubleshooting. The support service is available round the clock.



If you are self-employed or run a small taxi firm, we can also assume total responsibility for taximeter uploads. You upload the taximeter after each fare directly to our system via GPRS or via an MMC memory card. We then handle all transactions, take care of contacts with payment systems and provide you with billing details.



Halda AB is a technologically leading supplier of holistic solutions for taxi operators. We also have the market's most complete product programme and are the biggest in traffic management and payment administration in Scandinavia.

The parent company is based in Sweden with subsidiaries in Norway and Denmark. As an overall supplier we offer combined expertise in the following key areas:

- Project management and planning
- Systems and products
- Training, support and service

Today around 8,000 taxis in Scandinavia have equipment supplied by Halda. We have also delivered over 100 administration systems and 85 booking systems to our customers, most of which have direct data interchange with the taxi, and around 30 or so also have a fully automatic GPS traffic co-ordination system.

Halda has approximately 35 employees who are specialists in developing and customising systems, support and service. Production of taximeters, traffic management systems and communication equipment takes place in partnership with selected subcontractors.

Quality in every aspect is a matter of principle for us at Halda.

Our very first fare meter was delivered back in 1899. Nowadays, there are around 30,000 of our meters in use in Europe. It is our experience that creates possibilities for the taxis of tomorrow.

HALDA

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