

Avon's – LOCATION BASED SOLUTION on FLEXWARE™ Platform

Key benefits of solution:

- ❑ **Critical landmarks and directional guidance on Mobile device**
- ❑ **Vehicle tracking for best route selection**
- ❑ **Route management for optimization of recourses for**
- ❑ **Road network on the city user need on the handheld device**
- ❑ **Menu based application giving Items with Map functions**

Brief Introduction:

Location based solution developed by Avon's are on mobile computing platform Flexware™ Platform. The solution provides the convergence of GIS (Geographical Information System) spatial data set on the mobile devices with and advantage of GPS (Global Positioning System) to make it world-class solution to address wide range of business related issues, which needs automation which logistics and services sector are looking for long time. LBS application allows for multiple selections along with navigation through the list of layers by using Up or Down arrow buttons and clicking activate button to select the required layer.

- ❑ Vehicle tracking for directional services
- ❑ Route management for logistic services
- ❑ Network of critical assets on landbase maps

KEY FEATURES:

- ❑ Processes the Spatial DB on the mobile client device
- ❑ Tested for both autonomous mode and assisted mode.
- ❑ Interfaced with an SMS Gateway
- ❑ Provides for Routing, Geofence and Proximity Analysis
- ❑ Land Parcel Map is Shown on the Device TO Pan
- ❑ Back button can be clicked to view the previous screen
- ❑ Easy to Configure & Deploy
- ❑ Easy & Intuitive GUI
- ❑ Keeping User learning To Minimum
- ❑ The resultant information is displayed as layers can be displayed in
- ❑ Multi Device Support by GPS Phone based Application

Technology Overview: -

Location Based Solution (LBS) client- server application developed on Flexware™ platform, which uses Java 2 Enterprise Edition (J2EE) and J2ME Java 2 Mobile Edition technologies on client side Jakarta, struts approach on Model-View-Controller (MVC) architecture an object-oriented methodology. LBS Application for this client, which is on Microsoft Magneto as spatial engine for the GIS attributes in different layers. AGPS PocketPC phone being used to display the spatial map with road network showing the POIs on the device.

Avon LBS Server – Functions are: -

- ❑ Processes on Spatial Database
- ❑ Tested for both autonomous mode and assisted mode.
- ❑ Interfaced with an SMS Gateway
- ❑ Provides for Routing, Geofence and Proximity Analysis

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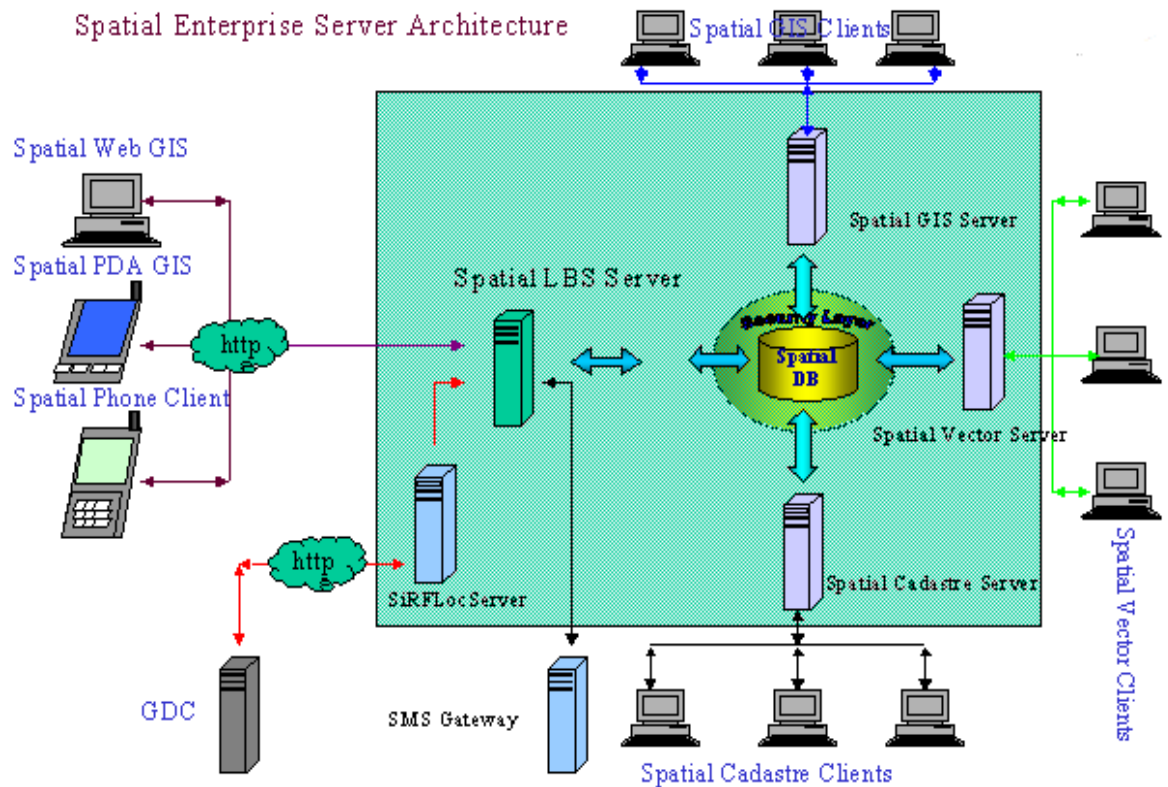
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Location Based Solution - Architectural



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Avon’s LBS has wide range of acceptance in various Industry Vertical :-

- **Logistic Service Sector**
- **Banking & Finance Sector**
- **Insurance**
- **FMCG Sector**
- **Retail Sector**
- **Utility Sector**
- **ITES –BPO Sector**

- ❑ Avon is working with one of the leading mobile equipment manufacturers in the world, Sony Ericsson and other Manufacturers, to offer location based services to the operators, corporate enterprises etc.
- ❑ Avon has tested prototypes for fleet management & tracking.
- ❑ Avon provides compelling Location Based solutions bound to improve the traffic – be it the portal or the cellular service providers and account for higher ROI and ARPU.
- ❑ LBS has been widely accepted as business solution the above mentioned industries vertical established the credibility by solving critical issues like route optimization and Vehicle Tracking.