



CALMAR JOINS ATA'S ITLC

CATO, NY (November 20, 2007) Recognizing the common interest in providing technical and educational opportunities for IT, logistics, operations managers and executives in the motor carrier industry Calmar Telematics joined with the newly formed (August 2007) Information technology & Logistics Council (ITLC) of the American Trucking Associations, Inc. (ATA).

Calmar will be providing members with information on its Highway Visibility System (HIVIS) data mining and aggregation system. The HIVIS program provides new revenue opportunities for participating fleets and methods for integrating highway performance metrics into their logistic systems. Additionally, Calmar will comment on what other organizations are doing to protect information, and education regarding technology appropriate to the wide variety of fleet operations (one size or system does not fit all). Calmar is uniquely qualified in this regard as it does not build or market IT systems, but rather mines data from exiting ones.

Calmar Telematics, a spin-off of the aerospace technology company Calmar Research, is a technology integration company focused on solving traffic and highway information problems through the combined information resources of the transportation industry. Its principals have worked with the trucking industry for over 27 years.

The ITLC is a non-profit, vendor neutral, independent professional organization operating as a technical Council of the ATA. It serves as an information clearinghouse. It is at 950 North Glebe Road, Arlington, VA 22203 (<http://itlc.truckline.com>).

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