

**Executive Summary**  
**System description and characteristics eTaxi**

**Index:**

**What is eTaxi?.**  
**System Description eTaxi**  
**System Tools**  
**business Structure**  
**acknowledgments**  
**I + D + I**

**ETAXI GROUP AG**  
C/O Gresca Schwab.  
Limmatquai, 1  
8001 Zurich  
[www.globaletaxi.com](http://www.globaletaxi.com)

## WHAT IS eTaxi?

- ▶ **eTaxi System** was founded in 2006, after a thorough study of needs in the sector and to demand improvements and guarantees in the traditional fleet management by professionals in the taxi.
- ▶ Etaxi system is the result of 3 years of research and development by combining the latest technologies in geo-positioning, fleet management and 3G communications, resulting in a unique system in the world for performance, manageability, control and ease of use, which provide superior service allows anyone in the market with a capital and operating costs minimal.
- ▶ In June 2010, Etaxi has been recognized as the **second best technology projects**, the REDEPYME Forum, supported by the Ministry of Industry of Spain.
- ▶ Etaxi is designed for associations, companies or cooperatives that require a tool to save costs from time 0 to implantation.
- ▶ Etaxi center business is the provision of services with unique tools for businesses, individuals, mobile, security ... **NOT REQUIRE SPECIFIC INVESTMENT IN EQUIPMENT BY TAXI DRIVERS.**
- ▶ It is the most versatile and advanced system on the market. It represents the cutting edge of technology within the sector.

## **SYSTEM ETAXI DESCRIPTION**

**eTaxi** is a fully automated, centralized, interactive and evolutionary specifically designed to manage requests for taxi services worldwide, which integrates all available communication technologies and makes available to users. eTaxi allows users to make use of any means of communication available to them to solicit orders for taxi from the traditional phone until 2.0 tools.

### **Benefits**

One of the most important advantages of this system is that substantially reduces the need for empty taxis to move around the city looking for passengers. The system allows taxis to wait for their passengers, are detained at the taxi stops or places of conductors without obstructing traffic.

Daily, in a city like Madrid, for example, a taxi runs about 250 kilometers on average, 30% of them made it empty. In conclusion, the taxi system allows prisoners to stay when not carrying passengers, which will affect economic, environmental and health benefits for the driver.

### **Benefits for Radio Taxi companies**

ETaxi services hired by Radio Taxi allowed, without losing its corporate identity, avoided all the problems associated with maintaining a staff of operators and the development, implementation, maintenance and development of technologies to maintain the level and quality of services.

### **Benefits for users**

The advantages of the system to users are many: avoiding the annoying phone waits when requesting taxi service, they may indicate your preferences regarding services and vehicles are recorded details of the vehicle and driver to pick you up, no waiting times "dead" because they have ongoing information about the evolution of their service requests.

### **Mobility Benefits**

eTaxi to reduce the miles that make empty cabs daily from 30% to 10% (needed to pick up passengers and located at the point of waiting). This reduces between 300 thousand and 450 thousand miles a day the movement of taxis on the streets of a city like Madrid, constituting an important contribution to the mobility of the city to benefit the entire community. On the other hand are significantly reduced risk of accidents.

### **Benefits for the environment.**

Reduce by 50 miles a day the movement of taxis free means to significantly reduce CO2 emissions in the city. Vehicles emit 150 grams. / Km CO2. The estimated reduction in circulation is, for all taxis in a city like Madrid is about 15,000 taxis, a reduction in CO2 emissions of approximately 100-120 tonnes per day, equivalent to between 38,000 and 45,000 tons per year. It also reduces wear and consumption of the wheels, oil, (whose recycling problems are increasing), spare parts, etc. All this represents a benefit to the environment of great value.

### **Profit for the quality of occupational health of drivers**

eTaxi can substantially improve the quality of work of drivers, allowing them to lose their vehicles when they are not performing a service by reducing back problems being caused by long hours sitting at the car wheel, also reduce the stress generated by the hours of free circulation, because the equipment used is completely independent, may be removed from its stand and the taxi, and will remain active to respond to requests for services.

### **Economic benefits for taxi drivers**

eTaxi allows drivers save 4 liters of fuel per day (over 1,000 liters. / Year by taxi). When fuel savings must be added the oil, the wear of other parts of the vehicle (tires, battery, brakes, etc.). In this sense eTaxi is not an expenditure but an investment that will allow taxi drivers increase their incomes.

### **Automated System**

eTaxi provides unique technology tools, serving the Central Station and the users themselves, which, depending on the needs enable automation in the management of taxis orders made by customers without operator intervention, assigning every order for most suitable taxi service (stop, area, proximity to user) at which each client makes the request.

### **Centralized System. "In the cloud"**

The system processes each request for services centrally on our servers located in Spain, regardless of country or region where the order is placed and the location of the taxis integrated into the system. It does not require costly investments in Central Management Applications. Just a simple computer and Internet connection to have all the power of the system.

In addition, users may request a taxi etaxi at any location where there are associations to manage our system without having to know phone numbers. Simply enter your request in web or mobile application or call the phone number of his hometown. Directly and in seconds the service will come to a local eTaxi.

## **The Radio Taxi s and its customers come first. Loyalty**

Customer eTaxi affiliated with any radio station will be in anywhere in the world where there eTaxis. Using the same tools (even with the same corporate image eTaxi station) may request their service wherever you are. The highest loyalty is to offer a very broad service quality.

## **Interactive System**

eTaxi is an interactive system that informs customers of the taxi license number assigned to your order, distance and estimated time of arrival at the origin of the service updated in real time and the taxi driver's mobile phone if you want to communicate with him. The system also informs the customer about the progress of your order, by a map showing the location of the vehicle assigned to service until the taxi arrives at the starting point of the service, at which point the system automatically sends a message to the client informing him that the vehicle is waiting.

## **Evolutionary System**

The system architecture is designed to integrate quickly and easily new services based on the evolution of technology and the needs of taxi drivers and users, and new tools of communication between users and the central eTaxi, between the central and drivers of taxis and between users and drivers, This is all done from central servers, without having to reprogram each of the central

## **Secure services**

Only the driver of the vehicle assigned to a service receives the order information and the client. Customer data and vehicle served by each service are recorded. No annoying noise in the car radio that is comfortable for the client.

## **Custom applications**

Users can customize their orders according to their preferences and needs by selecting a particular type of vehicle, a driver who speaks a certain language, which allows a vehicle or animal transport, accept credit cards, etc.

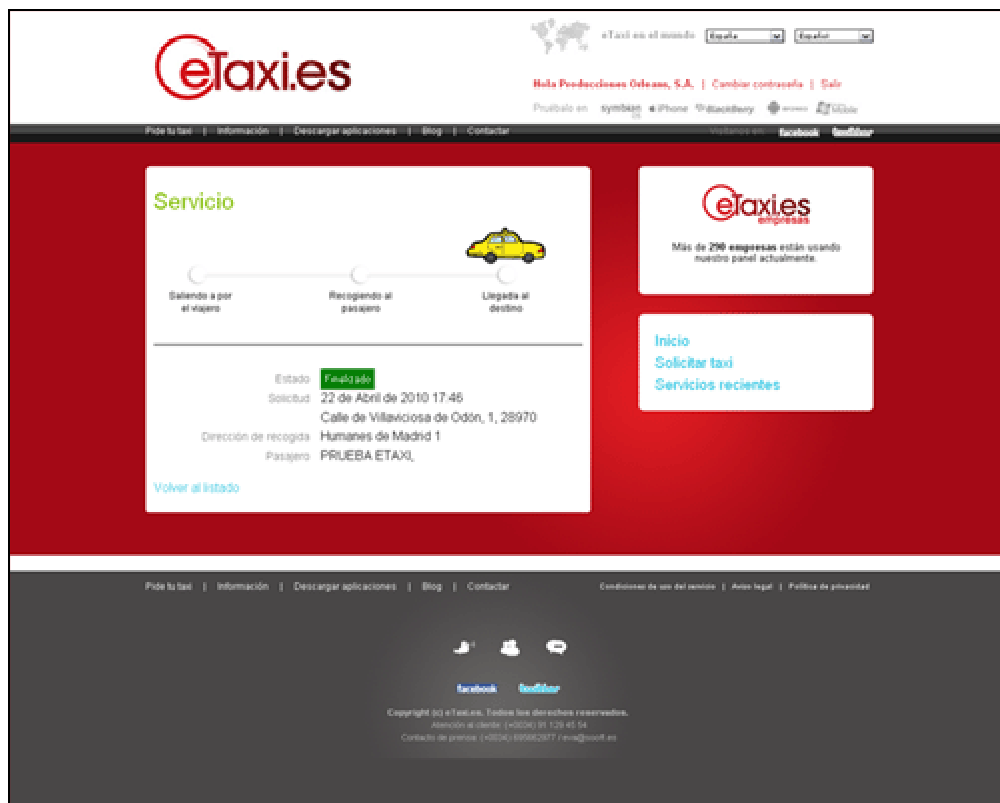
## **Notice the passenger arrival**

When the taxi arrives at the origin of the service requested, the passenger will receive a notification from the application of the same channel used.

## ETaxi SYSTEM TOOLS

This is one aspect we point out clearly in the market and provide a very significant cost savings to any association or cooperative.

### PANEL OF COMPANIES, HOTELS AND SIMILAR:



Possibly the most advanced and interactive in the global market.

Businesses, hotels, etc., that are clients of the Association will have a web access to an application service request (with possibility of corporate image of the company) with interactive information second-second of the state of the requested service.

Without any installation, each company can have as many panels as it deems appropriate, each identified by its user.

No waiting, no phone calls, and with absolute control of the services requested from the reception computer or any secretary of the company.

A complete particular station at your disposal and exclusive use.



This application keeps you informed at all times the user of the distance and time required for the taxi collection, information that is updated every 4 seconds. Once the taxi arrives at the place requested, with a single click tells the passenger arrival. All communication in this service is at 0 cost for both the driver and the user.

#### **VIRTUAL OPERATOR - BASIC IVR**

Computer system by earmarking address identifying the incoming call. Identifies the customer number associated with the last address requested database, confirming the voice system automatically assigned address. If the customer confirms the address, the system releases the order in 7 seconds receive the most suitable driver. Otherwise, you can always ask to speak to physical operations.

#### **VIRTUAL OPERATOR - ADVANCED IVR (only available in Spain):**

Single computer system for interpretation of directions by voice. Directly by the customer indicating the street number and locality. The system identifies the address and asks for confirmation to the customer. Once confirmed, the system releases the order **WITHOUT ANY INCOME FROM OPERATOR**. In this option the customer can always ask to speak to an operator.

#### **PLUS**

Request by SMS

Application for social tools, Google Talk and Messenger

## **CORPORATE STRUCTURE**

Currently, the system implementation and development eTaxi takes place in different parts of the world. Although at first, being a purely Spanish project, his birth took place in Madrid, is currently under development in six countries through its subsidiaries.

Parent company:

ETaxi Group AG, domiciled in Switzerland (Zurich)



## **ACKNOWLEDGMENTS**

With a short journey operational, only 1 year, the project has already been recognized eTaxi as the second best technology project Redepyme Spanish forum-Initiator of the School of Industrial Organization, Ministry of Industry, Energy and Telecommunications, a total of 80 projects selected last June 18, 2010.

## **I+D+I**

Etaxi is a purely technological. From his sketch a few years ago, the starting point of studies of the taxi industry, have spent most of the human and financial resources in a continuous development and innovation policy is one of the premises and pillars of the company in order to cover all the technological needs of the taxi sector. Today, this concept is computed by an investment of more than 2.5 million at this time.