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SmartTrans On Track for Olympics

Development of SmartTrans EventTrack[®] system designed to service the transport requirements of Olympic visitors is progressing well and the system is scheduled to be officially launched in Beijing in March 2008.

Olympian Ian Thorpe has endorsed SmartTrans EventTrack[®] for the Beijing Olympics.

Ian is the number one user of SmartTrans EventTrack[®] in Beijing. SmartTrans is finalising negotiations to provide VIP fleet management services during the Beijing Olympic Games.

SmartTrans' EventTrack[®] includes a mobile phone for VIPs providing location, navigation and communication services. EventTrack[®] manages the fleet and the complex transport logistics requirements of vehicle assignments to VIPs to ensure cultural sensitivities, on-time collection and arrival.

A prototype of SmartTrans EventTrack[®] is in commercial trial with Olympic partners in Beijing.

Beijing is a difficult city to explore and travel around with no street addresses and limited English spoken. It presents unique challenges not yet experienced by a modern Olympic Games.

"The SmartTrans device tells me where I am, where my colleagues are and also allows me to arrange quick and easy transport. I can still protect my privacy and have the comfort of those managing me knowing my whereabouts while I can confidently organise my schedule here in Beijing" Ian says.

SmartTrans EventTrack[®] enables visiting VIPs to schedule, plan and move around Beijing during and beyond the Beijing Olympics. 40,000 VIPs are expected to travel to Beijing during the Beijing Olympics starting on August 8 this year.

SmartTrans' local Chinese partner and significant shareholder, China Alarm Holdings Ltd, is providing infrastructure, data centres, call centres and support services for the SmartTrans technology platform.

Ian is associated with two Olympic sponsors, adidas[®] and Omega and will represent them and other high profile companies before, during and after the Beijing 2008 Olympic Games.

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For further information contact:

Bryan Carr
Director
SmartTrans Limited
03 9866 7333 or 0412 111 968

Melbourne
7/11 Queens Road
MELBOURNE
VIC 3004
Ph: (03) 9866 7333
Fax: (03) 9866 7033

Sydney
133 Alexander Street
CROWS NEST
NSW 2065
Ph: (02) 9965 7295
Fax: (02) 9965 7217

Perth
614 Newcastle Street
LEEDERVILLE
WA 6903
Ph: (08) 9228 1199
Fax: (08) 9228 2299