



## **TrimTrac Locator Awarded 2004 Frost & Sullivan's Best Bang for the Buck in Vehicle Tracking**

**SUNNYVALE, Calif., March 19, 2004** -- Trimble (NASDAQ:TRMB) announced today that its new [TrimTrac™](#) locator has been selected as the recipient of the 2004 Frost & Sullivan Best Bang for the Buck Award in vehicle tracking.

The award is presented to the company that provides customers with a solution and/or service that provides the highest ratio of value to cost. In addition, recipients of this award provide products that deliver quality while staying competitively priced. The TrimTrac's combination of price point, mass appeal, universal application, outstanding end-user values, and ease of use is an important, innovative, and timely contribution to the market. On the basis of these qualifications, Trimble was awarded the 2004 Frost & Sullivan Best Bang for the Buck Award.

"Trimble's TrimTrac locator is likely to transform the existing price structure of the vehicle tracking industry," said Joerg Dittmer, Frost & Sullivan industry analyst. "It is a self-contained unit that delivers personal vehicle monitoring capabilities at a price that is 50 to 80 percent less than other products in the market. This represents the first cost-effective, broad-appeal product in the market for vehicle monitoring, security, and auto theft recovery."

The TrimTrac locator, introduced at the International Consumer Electronics Show in early January, is a complete end-user device that combines low cost GSM wireless communications with GPS technology. It can be battery-powered or connected to external 12 VDC power and is ideally suited for location-based service providers and system integrators interested in providing affordable personal vehicle monitoring services to a broad range of subscribers.

The TrimTrac locator enables cost-effective automatic position reporting for personal vehicle monitoring, security and theft recovery. The device can also support select roadside assistance and concierge services with application server and call center capabilities provided by third-party service providers.

The TrimTrac locator incorporates GSM Protocol Stack software from TTPCom Ltd. Headquartered in Cambridge, England, TTPCom is one of the world's leading independent suppliers of digital wireless technology. The company's Protocol Stack software has approvals with over 70 major network operators across Europe, Asia, America and Australia.

In addition, the TrimTrac locator successfully completed the PTCRB (PCS Type Certification Review Board) requirements governing the release of new GSM 1900 capable wireless communications products in the North American market. The device also passed all relevant GSM 900/1800 GCF (Global Certification Forum) conformance tests.

### **About Frost & Sullivan**

Founded in 1961, Frost & Sullivan is recognized as a global leader in growth consulting. Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyzes specific criteria to determine award recipients in a vast variety of market industries and landscapes. For further information, visit [www.frost.com](http://www.frost.com).

### **About Trimble**

Trimble is a leading innovator of Global Positioning System (GPS) technology. In addition to providing advanced GPS components, Trimble augments GPS with other positioning technologies as well as wireless communications and software to create complete customer solutions. Trimble's worldwide presence and unique capabilities position the Company for growth in emerging applications including surveying, automobile navigation, machine guidance, asset tracking, wireless platforms, and telecommunications infrastructure. Founded in 1978 and headquartered in Sunnyvale, Calif., Trimble has more than 2,000 employees in more than 20 countries worldwide.

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