

# PRODUCT CATALOG

ODOMETER  
128,389 MILES

SPEED  
47 MPH

DRIVER BEHAVIOR  
SAFETY SCORE: 97%

CARGO STATUS  
TEMPERATURE: 46°F

FUEL REMAINING  
18.7 GALLONS

 **Cellocator**  
by PowerFleet®

# ***Driving Global IoT Innovation***

***3 Million Deployments.  
80 Countries.  
25 Years of Excellence.***

Whether you need an OEM hardware partner or you are looking for a turnkey solution to better enable your customers, Cellocator can provide the right telematics and IoT solution. We can help you optimize fleet performance, enhance driver safety, allow efficient management of your assets, and make wireless vehicle security possible.



# Cellocator Connect

## Three Ways to Deploy Innovative IoT Solutions

### TURNKEY SOLUTION

Enable real-time monitoring of vehicles, drivers, and cargo with the most innovative hardware suite combined with a powerful white labeled software interface that is custom branded to your business. You know your market and customers, let us handle the technology for you.

### HARDWARE AND API

Leverage our cutting-edge hardware suite and combine it with a rich set of Application Program Interfaces (API) allowing your developers to quickly and seamlessly integrate mobile data into your existing or new application.

### HARDWARE ONLY

Have your own application and just need the best devices to track, manage, and locate your customers assets and cargo? Look no further. We can assist with our broad range of hardware solutions. From driver behavior to asset tracking or cargo monitoring, we have you covered.

SCHEDULED MAINTENANCE  
489 MILES REMAINING

ODOMETER  
128,389 MILES

SPEED  
47 MPH

FUEL REMAINING  
18.7 GALLONS

DOOR STATUS  
CLOSED

### Cellocator Control Tower

*The Control Tower is an essential underlying administration tool for devices and mobile data access. Activate, manage, update, and control all of your Cellocator devices from our centralized web portal.*

- Powerful, web-based maintenance platform
- Over-the-air configuration, maintenance and upgrades
- Update thousands of units in one click
- Full visibility of devices' status
- API for direct access to web services



# ***Fleet Solutions***

## *for Optimized Driver and Vehicle Performance*

### **01 Feature-Rich Fleet Management**

Cellocator offers fit-for-purpose hardware & software solutions for Fleet management—in addition to car and driver safety—to meet the unique business and operational requirements of a wide range of customers. Solutions designed to improve fleet safety and reduce fleet operating costs.

### **02 All Your Business Needs**

Our fleet-focused product portfolio addresses all your fleet-related operational or business needs: From basic track & trace, through improved driver behavior, to remote vehicle diagnostics, we've got you covered. Our solutions ensure you can accurately track the heartbeat of all fleet operations, and react in real-time to any changes or exceptions.

### **03 Drive Performance Forward**

You can manage and boost the performance of your fleet by educating drivers to improve their driving and by using remote vehicle diagnostics to upgrade vehicle performance. As a result, you can dramatically improve your control of the fleet drivers and conditions, reduce costs, and increase safety by realizing continuous enhancements to your fleet.



# Cello-CANiQ

## Real-Time Monitoring of Vehicles, Drivers, and Cargo

With the advanced multi-source data analytics delivered by the Cello-CANiQ, your business intelligence is reinforced and operating costs are reduced, largely due to lower fuel consumption, reduced maintenance expenses, improved driving habits, and optimized maintenance processes.

The Cello-CANiQ is a fleet management solution, utilizing a smart algorithm to combine data from various vehicle environment interfaces. Extensive interfaces are all designed and configured for maximum flexibility with CAN data aggregation, filtering, processing and event triggering.

### 02 Product Variants

The Cello-CANiQ is available in two feature packages which both include the CAN interface:

#### Cello-CANiQ 30

Fleet management solution with various interfaces (I/Os), security capabilities and basic driver behavior (GPS-based).

#### Cello-CANiQ 50

All Cello-CANiQ 30 features in addition to advanced driver behavior capabilities, including accident event logging, recording and reconstruction.

### 01 Use Cases

#### Fuel Management

Easy, low-cost monitoring of the fuel tank includes fuel consumption rate, detection of fuel frauds (fuel siphoning), improved management of refueling time and place (gas station prices), accurate measurement of fuel efficiency, and improving driver efficiency with driving plans.

#### Fleet and Driver Safety with Driver Identification

The Cello-CANiQ enables flexible and configurable maneuver and trip scoring logic, including on-board trip ECO and safety scores calculations, and online, real-time driver feedback display leading to increased driver safety.

#### Proactive Vehicle Maintenance & Remote Diagnostics

Real-time vehicle performance profiling, including engine temperature, oil pressure, tire pressure, emission and fuel consumption are sent to the back-end with the DTC reporting in order to facilitate preventive maintenance. This enables an immediate reaction upon failure detection, and also sends

information to the repair shop, dramatically reduces repair costs and improving scheduled maintenance.

#### Car Rental / Car Sharing Companies

Effectively verify drivers by identifying and linking them to specific vehicles, allowing credential-based vehicle access. Real-time driver behavior feedback enables the rental company to take immediate preventive actions if required.

#### Cold Chain

Assists in maintaining the required environmental conditions (temperature, humidity, etc.) during shipments of perishable goods or pharmaceuticals, using the MultiSense device which communicates with the Cello-CANiQ device over BLE. Drivers can receive real-time updates of any breaches of pre-defined thresholds.

#### ELD/Hours of service

Assist in compliance with the Hour of Service/ELD mandate (USA & Canada) by providing ECU based data such as engine power status, vehicle motion status, miles driven, and engine hours to an ELD device using wired or BLE communication.

### 03 Specifications

Cellular Communication	LTE Dual mode CAT M1 WW	Accelerometer	3D ±2g/8g range, 12 Bit representation, 1mg resolution, I2C interface
Dimensions	91x73x23mm 3.58"x 2.87"x0.91"	Vehicle Environment Immunity	Compliant with ISO 7637 Test level #4 (in accordance with e-mark directive)
Weight	110g 3.88oz	Operating Temperature	-30°C/-22°F to +70°C/158°F full performance
Inputs/Outputs	4 Inputs (Input type: Frequency; Analog, Digital), 4 or 5 outputs, 1wire input, RS232 serial, CANL, CANH (ODB, J1939), Kline	Protection	IP40
Input Voltage	9-32VDC	Vibration, Impact	ISO 16750
Power	Li-Ion Polymer, 3.7V, 1Ah, rechargeable	Certifications	FCC

FOR MORE DETAILS:



# CR-400

## Next Generation, LTE-based Fleet Management Device

The Cellocator CR-400 is Cellocator’s next generation fleet and security management device, and is based on the LTE Cat M1 network.

The CR-400 is a high quality, yet cost-effective and easy to install device, with built-in BLE connectivity and LED indicators. It is equipped with a rechargeable backup battery (1000mAh) and includes basic driver behavior capabilities and built-in motion sensors that enable movement and towing detection to ensure improved compliance with vehicle security requirements.

### 01 Use Cases

#### Fleet Operators

The CR-400 can monitor driver behavior (including harsh acceleration, harsh braking, harsh turning, over speeding and accident detection), enabling fleet operators to increase driver safety and operational efficiency, in turn helping to significantly reduce costs.

#### Driver Identification

The driver ID functionality of the CR-400, in conjunction with the related accessories (Dallas Keys, Keypad and Proximity Reader among others), can be used for vehicle immobilizations and driver-recognition in security and fleet services applications.

#### Stolen Vehicle Recovery (SVR)

The CR-400 includes a built-in motion sensor

which recognizes movement and towing attempts, providing alerts if the vehicle is detected to be moving at unauthorized times. In addition, different types of alerts can be generated if a vehicle leaves a certain geo-fence without authorization. These alerts enable the relevant security teams to react to ensure stolen vehicle recovery (SVR).

#### Fuel Management

Online monitoring of fuel consumption using the CR-400 device and fuel solution accessories (fuel probe sensor, fuel level sensor and fuel cap protector) – including the level, the volume, time and location of refueling and draining – can help to greatly reduce fuel usage and prevent fuel theft.

FOR MORE DETAILS:



### 02 Specifications

Communication	LTE Dual mode CAT M1	Power	Li-Ion Polymer, 3.7V, 1000mAh, rechargeable
Bluetooth LE	Secure BLE4, wireless connectivity with PC and smartphones; BLE5 ready (future firmware update)	Accelerometer	3D, 16g range, 12 bit representation, 1mg resolution
Dimensions	90.8x70.5x22.9mm 3.57"x2.78"x0.90"	Vehicle Environment Immunity	Compliant with ISO 7637 test level #4 (in accordance with e-mark directive)
Weight	130gr 4.6oz (unpacked, without harness, battery included)	Operating Temperature	-30°C/-22°F to +70°C/158°F full performance
Inputs/Outputs	3 Inputs (Input type: Analog, Digital), 2 outputs, 1wire input, RS232 serial	Protection	IP40 (IP 66 with protector)
Input Voltage	9-32VDC	Vibration, Impact	ISO 16750
		Certifications	FCC / PTCRB / CE / IC / EN12830 (1-wire temperature sensor rating)



# Asset Tracking

## *Solutions for Increasing Your Bottom Line*

### 01 Improved Productivity

Cellocator's asset tracking product portfolio can greatly increase an enterprise's productivity and bottom-line. This increase is largely due to Cellocator's enhancements to the often-difficult task of successfully tracking and remotely managing the location, usage profile and security aspects of transportation equipment (such as trailers, containers, train wagons) or valuable mobile and fixed assets (such as electricity generators, heavy machinery, chemical toilets and waste containers).

### 02 Not Just Logistics Anymore

Asset Tracking is not just about objects in the supply chain moving from point A to B. While we do support cargo tracking, we can also see temperature excursions, security breaches, and trailer utilization.

Outside of logistics, rented and deployed assets, such as generators, heavy equipment (yellow iron), rental vehicles, and more can be tracked and cataloged with our platform.

### 03 Comfort and Security

Get the peace of mind from adequately instrumenting your assets from start to finish. Know for certain that things are where they are supposed to be, that their environmental exposure is within bounds, and that they are being handled appropriately by your providers.

From a box to a crane, Cellocator's asset solutions can help you take that next step.





# CelloTrack Nano

## Logistics Management IoT Smart Hub Solution and Network

The CelloTrack Nano device provides precisely the knowledge you need to manage your cargo and mobile assets effectively. It enables real-time as well as offline monitoring of the location and condition of cargo, assets and goods, including specific alerts related to issues and delays, using its internal sensors and the capability to track a wide area of remote wireless sensors (MultiSenses) around it.

Ensures continuous recording, event-triggered logic and ‘management by exceptions’ through flexible programming of business rules to eliminate supply chain mistakes, avoid delays or damages, and reduce insurance expenses.

In addition, it prevents theft, losses or misplacements by using proximity, tampering and location monitoring throughout the entire supply chain.

The CelloTrack Nano device offers flexibility and scalability as it can operate independently, using its internal sensors or as part of a wireless sensor network using a varied number of MultiSense, depending on the specific requirements.

Knowledge is Power.

CelloTrack Nano gives you that Power in Real-Time!

FOR MORE DETAILS:



### 01 Specifications

Cellular Communication	2G/3G/4G (LTE-Cat1-NA)	Input Voltage	5VDC ±5%
Dimensions	86.2x59.1x22.7mm 3.39"x2.33"x0.89"	Power	Li-Ion Polymer, 3.7V, rechargeable, for 2G/3G: 1300mAh, for LTE: 1000mAh
Weight	96 gr 3.39oz	Accelerometer	3D, ±8g range, 4mg resolution, I2C interface
Inputs/Outputs	Distress button, Tamper, Digital input, USB	Operating Temperature	-20°C/-4°F to +60°C/140°F full performance
GPS Technology	CSR SiRFstarV™ engine supporting Hybrid GNSS	Protection	IP66
Wireless Sensor Network	Short range RF 2.4GHz wireless communication	Vibration/Impact	According to standard EN 12830
Sensors	Temperature, Accelerometer, Light, Impact/Free Fall, Movement, Tampering, Barometric Pressure, Listen in	Certifications	FCC / CE / IC / PTCRB / UL / IEC 60529 – IP66 / AT&T / EN12830:1999 / GDP / SAR / FAA

# CelloTrack

## Advanced Asset Tracking and Wireless Monitoring Solution

The CelloTrack product line is designed for advanced asset tracking with remote monitoring, that features enhanced functionality, robustness and ease of installation, including wireless sensor connectivity (using the MultiSense). The CelloTrack is suitable for a wide variety of asset management applications that require a long operational life with or without a power source.

The CelloTrack product line is available in two variants – a standalone version and a power version, which includes extended battery life and the ability to connect external sensors via two configurable GPIOs.

The capabilities provided by the CelloTrack product line can greatly increase the productivity and bottom-line of enterprises. This is largely due to the improvement in the often difficult task of successfully tracking and remotely managing the location, usage profile and security aspects of transportation equipment such as trailers, containers, train wagons or any kind of valuable mobile and fixed assets, such as electricity generators, heavy machinery, chemical toilets and waste containers.

FOR MORE DETAILS:



### 01 Specifications

Cellular Communication	LTE Cat 1 NA with 3G Fallback LTE Cat 1 EU with 3G and 2G Fallback	Input Voltage	CelloTrack 4.2V 1A CCCV Charger CelloTrack Power 9-32V DC
Wireless	2.4 GHz proprietary wireless interface for MultiSense integration	Power	Li-Polymer, 3.7V, 5.3Ah, rechargeable
Dimensions	~155mm x 81mm x 45mm 6.10" x 3.18" x 1.77"	Accelerometer	3D, ±8g range, 12 Bit representation, 4mg resolution movement detection
Weight	Standalone ~330gr 11.64oz Powered ~370gr 13.05oz	Operating Temperature	Discharging: -30°C/-22°F to +70°C/158°F Charging: -20°C/-4°F to +60°C/140°F
Inputs/Outputs	2GPIO (Input type: Frequency; Analog, Digital), Tamper, Distress button. TTL serial	Protection	IP67
		Vibration, Impact	ISO 16750 parts 3 & 4
		Certifications	CE / FCC / IC / PTCRB / AT&T / UL / HALT / RoHS and Conflict Minerals Reliability Assessment: Annual Failed Ratio <0.5%



# CelloTrack 10Y

## Non-Rechargeable Wireless Asset Management Device

The CelloTrack 10Y is an asset tracking device with up to 10 years of operational lifetime, using a non-rechargeable battery, including wireless sensor connectivity (with the MultiSenses). The CelloTrack 10Y is ideal for long term remote applications, requiring minimum or no maintenance at all. Suitable for application with extreme operating temperatures in which charging and performance are challenging.

The capabilities provided by the CelloTrack 10Y greatly increase the productivity and bottom-line of enterprises. This is largely due to the improvement in the often difficult task of successfully tracking and remotely managing the location, usage profile and security aspects of transportation equipment such as trailers, containers, train wagons or any kind of valuable mobile and fixed assets, such as electricity generators, heavy machinery, chemical toilets and waste containers.

FOR MORE DETAILS:



### 01 Specifications

Cellular Communication	LTE Cat 1 NA with 3G Fallback	Accelerometer	3D, ±8g range, 12 Bit representation, 4mg resolution Movement detection
Wireless	2.4 GHz proprietary wireless interface for MultiSense integration	Wireless Interface	2.4 GHz proprietary wireless interface for MultiSense Integration
Dimensions	~ 203x81x50mm 8"x3.19"x1.97"	Operating Temperature	-30°C/-22°F to +75°C/167°F
Weight	~ 510 gr ~1lb 2oz	Protection	IP67
Inputs/Outputs	2GPIO (Input type: Frequency; Analog, Digital), Tamper, Distress button. USB	Vibration, Impact, Humidity, Chemical	ISO 16750 parts 3 & 4
Power	Lithium-thionyl chloride (SOCl2), 3.6V, 42.5 Ah, primary (non-rechargeable)	Certifications	CE / FCC / IC / PTCRB / AT&T / ISO 16750 part 3 & 4 / UL / HALT / RoHS and Conflict Minerals
GNSS Technology	Internal module, CSR SiRFstarV™ based, GPS and GLONSS supported.		

# MultiSense

## One Tool for Many Different Environment Sensing Capabilities

With the ever increasing growth and challenges in global supply chains, maintaining an accurate picture of what is happening across your business at any given time is practically impossible. An individual MultiSense or group of MultiSenses forming a sensor network can greatly enhance your supply chain management and cost reduction.

The MultiSense is an innovative, smart and compact monitoring device, which includes a range of internal embedded sensors that can sense temperature, relative humidity, light, impact, movement, orientation change, magnetic (door/window open/close status), and more.

These sensors play a big role in reducing risk and exposure to losses, in turn bringing peace of mind to customers.

The MultiSense communicates via 2.4GHz short range frequency communication protocol to all Cellocator compatible devices or any other hub that supports the same RF communication protocol.

The solution offers real-time visibility, security and awareness of cargo and asset location, in addition to the cargo condition, potential problems and delays throughout the supply chain.

FOR MORE DETAILS:



### 01 Specifications

Communication	Short range RF 2.4GHz wireless	Operating Temperature	Regular Coin Battery -10 °C to +60 °C XT Coin Battery -30°C/-22°F to +85°C/185°F
Dimensions	58.5x46x15mm 2.30"x1.81"x0.59"	Protection	IP67
Weight	~19 gr (without battery) ~0.67oz	Certifications	FCC / CE / UL / IEC 60529 – IP67 / EN12830:1999 / EN 13485:2002 / Environmental regulation tests
Average Current Consumption	Transmission pulse: 23mA		
Power	3V Lithium coin battery CR2450 Protections: over current		
Logger	Internal storage Up to 3,000 samples		
Sensors	Temperature, Accelerometer, Humidity (MultiSense-TH), Light, Magnetic		

# CelloTrack Solar

## Robust Solar-Powered Asset Management Device

The CelloTrack Solar is the industry’s first dual-powered asset tracking solution. Its wireless sensor connectivity provides measurements of the various environmental conditions of the cargo. Solar-powered supercapacitors (supercaps) and long-lasting primary batteries ensure unmatched service life and critical event visibility. The CelloTrack Solar, with its highly rugged durable enclosure is an ideal solution for containers, trailers or assets in remote locations and harsh conditions. Cellocator delivers the intelligence you need to make better decisions.



### 02 Product Variants

There is a North American and an EU version of this device based on cellular network availability.

### 01 Use Cases

#### Containers

Large industrial companies that deliver valuable containers of cargo often experience theft and tampering attempts, resulting in often significant financial damages. In addition, to ensure a valuable cargo reaches its destination intact, monitoring of the cargo’s journey is required, from the point of origin to the point of delivery. The Cellocator Solar allows the continuous tracking of the container and its cargo, as well as providing logistic and inventory information. This information includes measurements of the environmental conditions (temperature, humidity, etc.), and alerts when there is a deviation from the route or predefined conditions.

#### Dry Vans & Trailers

The CelloTrack Solar enables you to track the location of dry vans and trailers. When used with MultiSense devices, you can also monitor cargo conditions in real-time, while receiving alarms when deviations from the planned route or required conditions (temperature/humidity) occur,

or when doors are opened unexpectedly. Maximize trailer utilization while reducing operational costs and improving delivery predictability.

#### Rental Assets

Stakeholders can remotely and efficiently monitor the status of their rented assets’ usage, including storage containers, construction machines, electricity generators, caravans, chemical toilets, and more. During the rental period, the location, displacement, operation hours (by movement), door status and other inventory management aspects for adherence of contractual obligations can all be monitored.

#### Heavy Equipment

Trucks, earthmovers, paving equipment, dumpsters, generators and machinery—often left for long periods on construction sites—are expensive to replace and, if stolen, can significantly interrupt work progress. The robust, water, dust and extreme temperature resistant device can easily be deployed on all types of heavy equipment. The device immediately generates alerts when the equipment is moved and also provides its precise location to the stakeholder.

### 03 Specifications

Cellular Communication	LTE Cat 1 NA with 3G Fallback LTE Cat 1 EU with 3G and 2G Fallback	Solar Panel	Monocrystalline, two panel of 110x80 mm max 2.4 W @STC
Wireless	2.4 GHz proprietary wireless interface for MultiSense integration	GNSS Technology	Internal module, SiRFstarV™ based GPS and GLONSS supported
Dimensions	~43mmx110mmx490mm 1.7”x4.33”x19.3”	Accelerometer	3D, ±8g range, 12 Bit representation, 4mg resolution, Movement detection
Weight	~1150gr ~2lb 8.5oz	Operating Temperature	-30°C/-22°F to +75°C/167°F
Inputs/Outputs	Magnet based activation Magnet based tamper detection	Protection	IP69k, IP67
Power	lithium-thionyl chloride [SOCl2], 3.6V, 34 Ah, primary (non-rechargeable)	Certifications	CE / FCC / IC / PTCRB / AT&T / UL / RoHS / conflict minerals; Environment: Based on AAR S5703 Railroad Electronics Environmental Requirements; MIL-STD-810E



FOR MORE DETAILS:



# Accessories

## One Stop for Your Telematics Solutions



### 01 BT Extender

Short Range, 2.4 GHz RF Communication Adapter

A Bluetooth dual mode converter to RS232, supporting the wireless communication channels between the Cello-IQ device and other devices with BT/BLE capabilities.



### 02 DFD

A Real-Time Driver Feedback Display

Real-time driver feedback display providing continuous real-time coaching via visual and/or audible feedback to the drivers, indicating the risk level of their driving to increase safety and ensure ECO driving.



### 03 CAN Contact-less Adapter

Low-Cost, Non-Intrusive, Non-Galvanic Interface with the Vehicle CANBUS

The CAN Contact-less Adapter provides a non-intrusive, non-galvanic interface with the vehicle CAN Bus.



### 04 Cellocator Hands Free

Voice Capabilities & Features for the Cello Family Units

The Cellocator Hands-free Kit provides the hardware components that enable the voice capabilities and features of the Cello family units.

# ***When IoT Solutions*** *Meet Unique Challenges*

## **01 Putting It All Together**

Ever wonder how those giant cranes come to life so they can build your cities next tall building? There are many large and unique pieces that must come together perfectly.

Crane operators use our unique asset tracking solutions to track the various components to ensure the puzzle works. And, while on the job, you can see each crane across the city or state. And when the job is done, it gets disassembled and shipped with tracking.

## **02 Rented Assets Management**

The logistics and maintenance of rented equipment is often challenging, primarily because rental companies have no information about how their rented equipment or assets are treated once they leave their premises and are handed over to the customer.

The remote monitoring of rented assets, such as storage containers, construction machines, generators, and even toilets, ensures you have real-time information on an asset's location, displacement, operation hours, and more.

## SOLUTIONS TAILORED TO YOUR NEED

### **Customized Solutions**

Cellocator prides itself on understanding our customer's needs and building a solution that is tailored to the problem or issue. If you have a unique situation that requires something a bit more customized, please reach out to our team for help. We have found that in most situations we can leverage one of our existing devices and often resemble one of the hundreds of use case scenarios we have already tackled.

Our mission is to provide comprehensive and innovative IoT and telematics solutions to sustain our partners' profitable growth, primarily through superior customer service, and commitment to quality.

We have created solutions that address a broad array of features, functions, and benefits, such as:

- Asset and driver security
- Temperature monitoring
- Usage based insurance
- Fuel efficiency
- Car sharing management
- Regulatory compliance issues
- Engine diagnostics
- Pharmaceutical tracking
- And much more



**Cellolocator**  
by **PowerFleet®**

CELLOCATOR USA  
6204 Benjamin Rd  
Suite 211  
Tampa, Florida 33634 USA  
[www.cellolocator.com](http://www.cellolocator.com)