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GPS company helps track Super Bowl transportation

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Electric Times

While Arizonans enjoyed Super Bowl parties or watched the big game at home, one company was behind the scenes keeping the players and entertainers safe.

Paradise Valley-based GPS Fleet Management rented its equipment out to the NFL to provide 15-second real-time tracking for about 50 buses carrying athletes, their families, media and musical entertainers to and from hotels and events.

"If something were to happen, they want to know where they are," said Myron Hammes, company president.

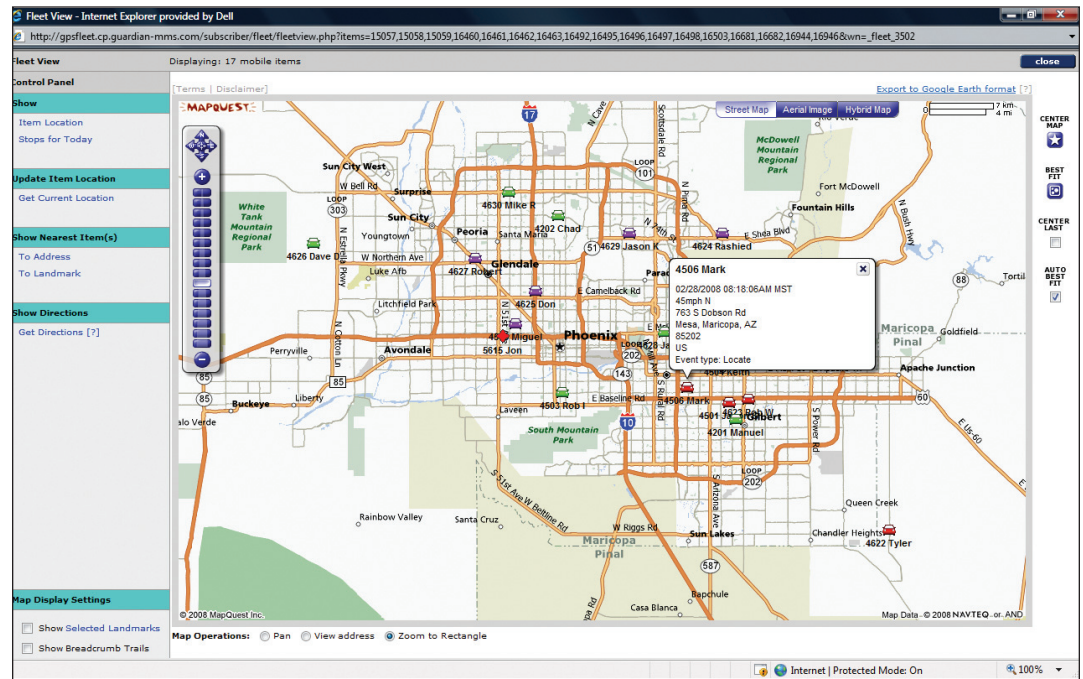
Hammes said he approached the NFL Transportation Committee with the idea of using his GPS tracking and received a quick response and much interest.

The committee was interested, Hammes said, because of an incident once in Florida where a lost bus driver mistakenly drove a group of high-profile people and professional golfers to the wrong state.

"They had a bus full of high profile upset people," Hammes said.

By equipping the buses with GPS Fleet Management equipment, the Super Bowl group was not only prevented from getting lost, but they could also get immediate help in case of a disaster.

"Their primary concern was a ter-



Buses were tracked on monitors, where software displayed the exact location and other details about the vehicle. The above image (not from the Super Bowl) shows the GPS system interface.

rorist or a hijacker," Hammes said.

Hammes rented out his equipment, which is usually only for sale and not for rent, and an operations center was set up at Peoria Sports Complex. The facility was equipped with flat screen televisions showing all the buses and an 8-foot screen for monitoring.

"They had people just watching those vehicles and making sure they are on track if anything was suspicious," Hammes said.

GPS Fleet Management trained

the people on how to use the equipment and it was installed a few days prior to the game. The buses required 15-second real-time tracking while in motion and when they are turned off, as well as installation that wasn't permanently affixed to the buses.

The company worked closely with Gameday Management in programming the units specifically to the Gameday's operations specifications.

"I'll tell you," Hammes said, "it was a lot of work for 10 days."

He added, "plans changed every

24 hours. It was a lot of fun and it was a little stressful."

Hammes said that his NFL customers "loved the equipment," and that despite the challenges, such as midnight installations, "it was the NFL and the goal was at the end of the day to make it a cool experience."

GPS Fleet Management has been in business since 2002 and helps save companies money by reducing operating costs and increasing productivity through monitoring vehicles.