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Kingdom of the Netherlands

This forum is part of the international Asian introduction of the Amaryllo Flister system, a part of Short Term Implementation of Connected Car Project (StimoCC) that is held in Beijing, Taipei, Singapore and Hong Kong.

The StimoCC project, which is supported by the Dutch Ministry of Economic affairs via HTAS and run by a consortium of international companies and research institutions including Eindhoven University of Technology, Delft University of Technology, Vodafone, MapKing, Technocon, An-des, Chang Jung University Taiwan, Beijing Transportation Research Center and SWOV.

While the StimoCC project will improve road efficiency and safety through connected car technology, e.g. Green Wave - a dynamic driving speed limit and advise to driver, the Amaryllo Flister system improves road safety and response time for emergency vehicles. It includes a transmitter device that is installed inside emergency vehicles. The system broadcasts Flister sound and digital messages that override radio broadcast in a range of several hundred meters. With this system, drivers are alerted for an approaching emergency vehicle through their own car radio, therefore receive audible warnings, even if they have closed car windows and high music volume.

In this forum, there will be introduction of StimoCC and detailed information of Amaryllo Flister and you will have the opportunity for in depth discussions with key management from Amaryllo Flister and MapKing. In the second half of the event, new technology demonstrations will be given that will show new and innovative ways for different intelligent transport in the future.

The program of the forum will be:

- 14:00 Welcome and Registration
- 14:30 Greeting Speech by Mr. Robert Schuddeboom, Consul-General of the Netherlands , Hong Kong and Macao SARs
- 14:40 Introduction by Mr. Stanley Ng, CEO, MapKing
- 14:55 The Flister - How it improves efficiency & safety by Mrs. Miao-Shan Wu, CEO, Amaryllo
- 15:25 Tea Break (20 minutes)
- 15:45 New Technology Showchase - Amaryllo Flister System - UPS Logistic Technologies
- 16:30 Discussion and Questions
- 17:00 Closing

If you want to participate in this forum, please register at admin@mapking.com
Please apply on or before 12th November, 2010. Enquiry:27409680.

Address of the Event: Joint Professional Centre (JPC) Hong Kong
Unit 1, G/F, The Center, 99 Queen's Rd., Central, Hong Kong
香港中環 皇后大道中 99 號 中環中心地下 1 號室



Emergency, Safety & Mobility

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INVITATION

Dear Relation,

Herewith we would cordially like to invite you to visit the

Connected Car Forum
to be held on

November 19th, 2010

in the

Joint Professional Centre (JPC) Hong Kong

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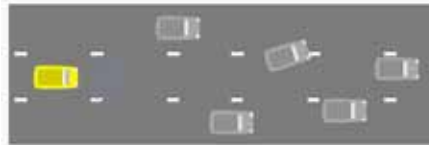
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Amaryllo Flister—transmitting emergency sirens directly to drivers

Traffic congestion and noise are constantly on the rise. Cars are being fitted with better sound insulation and more powerful audio systems, and drivers seldom have the windows of their air-conditioned vehicles open. As a result they often fail to hear emergency vehicle sirens, or hear them only when it is too late.

Consequently, they may react in a shocked, unpredictable or even dangerous way, making it more difficult for emergency response vehicles to navigate through traffic.

But now a solution to this problem is at hand: Amaryllo Flister, a revolutionary system that transmits emergency sirens directly to drivers.



WHAT IS AMARYLLO FLISTER:

The Amaryllo Flister system is based on a transmitter built into emergency response vehicles. When such a vehicle switches on its siren or emergency light, Amaryllo Flister broadcasts an FM signal within a range of 100 to 300 meters. This signal temporarily overrides car radios within that range and may interrupt CD/DVD/MP3 players as well. The radio signal can be used to transmit any sound that you want (a siren, for instance). A text message can also be sent to radio displays, for instance displaying information about the type of emergency response vehicle that is approaching.



Because Amaryllo Flister relies on car audio systems, emergency response teams no longer need to keep cranking up the volume of their sirens (this does not in fact always have the desired effect and can damage people's hearing). Emergency response teams can activate Amaryllo Flister together with their sirens and warning lights, optimizing their combined effectiveness - although obviously, even with Amaryllo Flister in operation, those sirens and warning lights still remain essential.



AMARYLLO FLISTER AND THE AUTHORITIES

Before Amaryllo Flister can be used by the emergency services it needs to be tried out. Initial tests have been carried out in the Netherlands by a Amaryllo Flister steering group in which all the main emergency services and government departments were represented. The test results showed that "it is absolutely the case that Amaryllo Flister contributes to traffic safety and produces less hazardous situations": Users reported "a distinctly calmer traffic situation and people making way for emergency response vehicles more quickly. Ambulances can drive more evenly at faster speeds, increasing the comfort of patients, drivers and emergency service workers and cutting response times. Siren volumes can be reduced, particularly at night time. The reactions of road users are also extremely positive":



The company Amaryllo will assist in setting up a pilot scheme to test the system. Experience has shown which parties need to be involved to ensure that such trials are clear and focused. In each country these parties include the government departments responsible for issuing transmission licenses and for the emergency services. Finally, the experience of drivers of emergency response vehicles is crucial. All these groups must be represented in the initial pilot scheme.

THE BENEFITS OF AMARYLLO FLISTER:

- *Amaryllo Flister warns road users through their car audio systems to give way to approaching emergency response vehicles.*
- *Amaryllo Flister is safer and more effective than continually cranking up siren volumes.*
- *Amaryllo Flister ensures calmer and safer traffic situations when emergency response vehicles are approaching.*
- *Amaryllo Flister can help reduce response times and increase the comfort of drivers, patients and emergency service workers.*
- *Amaryllo Flister is easy to use and takes up little space.*