



# Trans Middle East

UAE Exhibition and Conference  
28-29 November 2006

Paul Rason, Sales Manager, LXE Middle East



## LXE POSITIONING

***LXE is a global provider of wireless data capture solutions in demanding environments***





## Rugged Wireless Mobile Computing Solutions

- **For Supply Chain Execution**
- **In Tough Environments**
- **Using Real Time Communications**



## PORT CHALLENGES

- Improved logistics
- Customer demands
- Security
- Custom procedures
- Revenues
- Competition
- Value added services





# INFORMATION FLOW

- Information flow around the port is critical
- Radio Frequency communication benefits:
  - Transmission of data not tied to a specific location
  - Availability of up to date information
  - Faster vessel turn around time
  - Prompt response times
  - Improved use of people and material resources
  - Higher productivity
  - Reduced Paper work
  - Elimination of lost containers
  - Faster and more efficient yard operations
  - Faster and more efficient gate operations
  - Mobile office for supervisors
  - Increased accuracy and service levels
  - Replacement of time consuming batch processing by rapid real time data processing



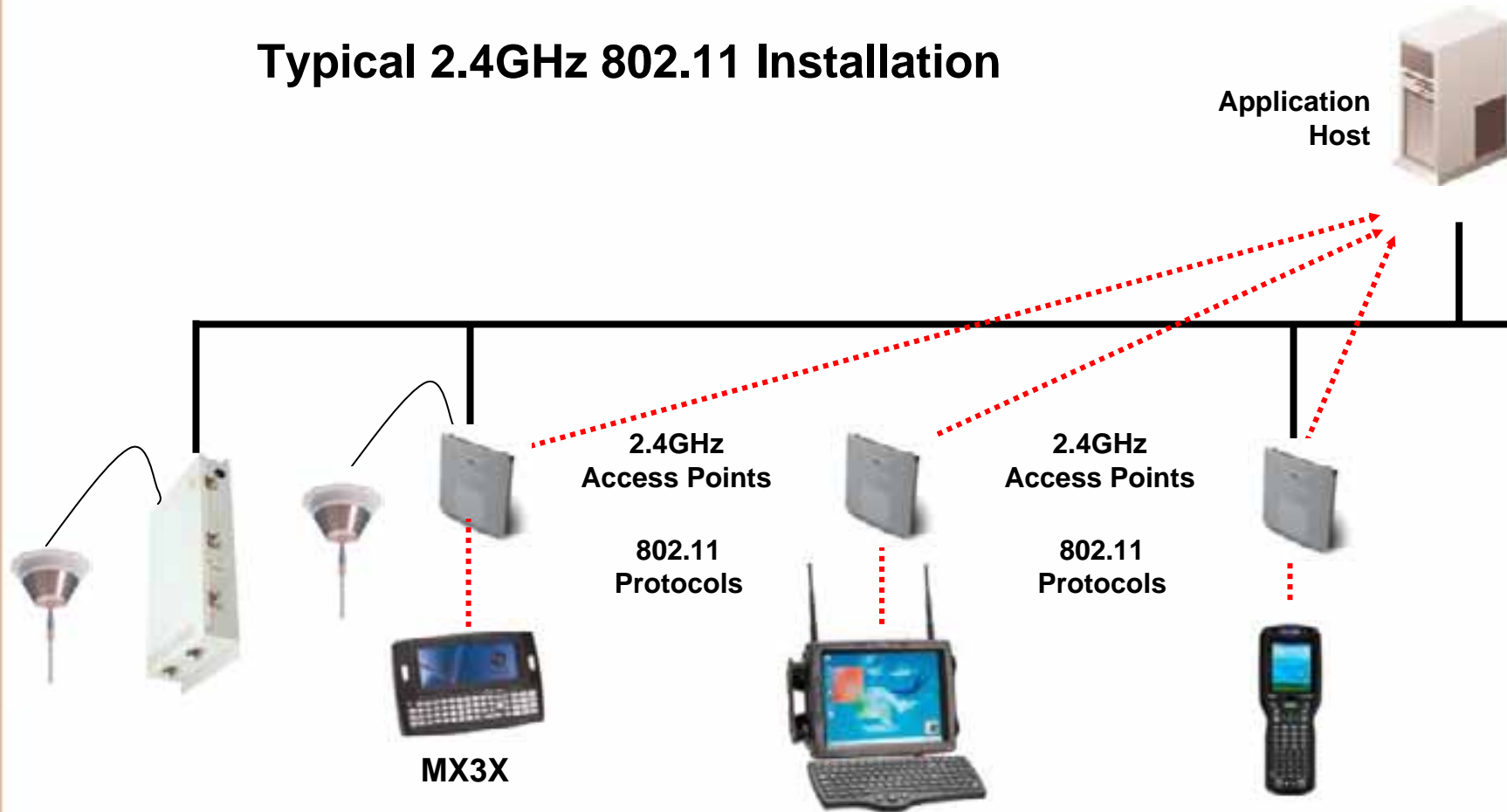
## WHY 2.4 GHz

- Based on worldwide open standards called 802.11
- Any manufacture device using a 802.11 radio can use the wireless network:
  - Lap Top, printers, Voice Over IP phones, security cameras, GPS Systems, handheld and vehicle mount computers
- High Bandwidth, up to 54 Mbps
- Allows easier management and lower cost of ownership
- Technical Foundation for the future
  - Voice-over IP
  - Video based imaging
  - Graphic based operating systems - Windows



# OPEN WIRELESS NETWORK

## Typical 2.4GHz 802.11 Installation





# CISCO SYSTEMS & LXE

- 2001 - LXE has supported Cisco technology
- 2002 - Cisco Wireless LAN Specialization certified - LXE recognized for its expertise in planning, designing, implementing and supporting Cisco wireless LAN solutions in demanding environments.
- 2004 - Cisco's Solutions Technology Integrator (STI) Partner and Premier Certified Partner since 2004
- LXE was the first AIDC company to integrate Cisco radios into their mobile computers
- More Cisco installations than any other wireless data collection vendor.
- LXE to partner with Cisco on new mesh network solutions for the Middle East region.





# PORTS & INTERMODALS

## Why LXE in the Ports:

- LXE succeeds in Ports like no one else. Remember, the harsher the environment, the more we like it.
- With hundreds of Port & Intermodal installations already in place, we have more experience than anyone in the industry.
- LXE has more than 190 ports installed and 103 are with 2.4 Ghz Spread Spectrum.



**“We quickly developed a responsive, professional and flexible partnership with the LXE team, and have been impressed with the ruggedness and performance of all elements of the system.”**

- Paul Murphy, IT Project Director for Aqaba Container Terminal



# PORT – VEHICLE MOUNTS



**VX5**  
Windows XP



**VX7**  
Windows CE .NET



**VX6**  
Windows CE .NET



**MX3X**  
Windows CE.NET





# PORT – HANDHELD TERMINALS



**MX6**  
Win Mobile 2003



**MX3X**  
Windows CE.NET



**MX5**  
Windows CE .NET



**MX7**  
Windows CE .NET





# LXE - REGIONAL PORT CUSTOMERS

- DP World
  - Jebel Ali
  - Port Rashid
  - Fujairah
- APM Terminals
  - Aqaba Container Terminal (Jordan)
  - Suez Container Terminal (Egypt)
- Hutchison Port Holdings
  - Sohar Port (Oman)
  - Alexander Container Terminal (Egypt)
- Marport (Turkey)
- Mardash (Turkey)
- Evyap (Turkey)
- Borusam (Turkey)



DP WORLD



APM TERMINALS



Oman International  
Container Terminal



Alexandria International  
Container Terminals