

East Coast Diversified Corp. Combines GPS and RFID Technologies to Provide True Real-Time Locating Services for the Global Management of Assets

**Technology
Asset Protection
(ECDC-OTC: BB)**

East Coast Diversified Corp.

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**Mr. Kayode A. Aladesuyi
President and CEO**

BIO:

Mr. Aladesuyi brings more than 15 years of executive management and strategic business development skills to EarthSearch. He is the founder of EarthSearch Communications after resigning from CEO of PlanetLink, a communications company, where he successfully engaged in capitalization and product development efforts.

Mr. Aladesuyi was also the CEO of Loud Entertainment Group, an Atlanta based production company which aired locally produced television programs on the Local WB and UPN stations. He holds a BS degree from Alabama State University.

Company Profile:

EarthSearch Communications International, Inc., a division of ECDC, is a US-based company whose flagship product, LogiBoxx, integrates GPS and RFID at the hardware level. When combined with its proprietary Global Asset Tracking and Identification System (GATIS) middleware, LogiBoxx and GATIS become the centerpieces of a LogiBoxx Certified Solution. An unprecedented business decision-making tool, a LogiBoxx Certified Solution offers continuous visibility within the Supply Chain, Logistics, and Asset Management and Control industries. EarthSearch maintains operational facilities located in the United States, Canada and Brazil. Its expertise with GPS and RFID technologies, combined with exceptional support and service facilities, distinguishes EarthSearch as a leading manufacturer and supplier of real-time location solutions in the marketplace.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Aladesuyi, what is the vision of the company today?

Mr. Aladesuyi: Our vision is to create and develop the most cutting-edge technology that will assist entities and organizations to manage their valuable assets across the globe.

CEOCFO: What is the challenge in your industry and how does your technology address that issue?

Mr. Aladesuyi: One of the things we became aware of in doing extensive research is that there is a significant demand across the globe for real-time location and management of assets. There are two primary technologies to date that

have been used for that purpose and that is GPS technology, which generally can be used to track vehicles and fleets, and RFID, which is now being adopted globally for tracking of line-item assets. One of the challenges that we have in the logistics industry across the globe is that there isn't a true real-time location solution in the marketplace. There has been a significant attempt by several organizations to find a way to integrate these two technologies on the software side. How that works is these organizations receive data and information from these two technologies on a server and then there is a software on the backend that analyzes the data that has been received. In today's marketplace, that is what has been referred to as real-time location services. There have also been different variations used to deliver information about assets, such as WiFi, that would be considered real-time information. Unfortunately, while WiFi can deliver RFID data using a wireless network to a server, it does not provide you accurate location information without being integrated with GPS data.

CEOCFO: What is it that you have developed?

Mr. Aladesuyi: What we have developed is a real-time location service using integrated hardware. The difference is the hardware. What we have done is create direct communication between GPS and RFID at the hardware level. The difference is, we are not receiving data on a server and then analyzing that data to provide real-time location information, we have the two technologies actually listening and talking to each other in real-time and therefore they are able to deliver what we consider to be the first true real-time location service in the logistics space.

CEOCFO: Is this a product that people are actively looking for or something they would be glad to have when available?

Mr. Aladesuyi: People are looking to get this technology. You can look at some of the research reports that are already in the market place to see the need for this technology, like one that I will cite very quickly. A research report that was published by Karen Butner with IBM Global Services indicated that 70 percentage of logistics managers complained that they did not have true real-time visibility of their assets in the supply chain. When we talk about true visibility of assets, there is another aspect to this that is very significant and very relevant. When a lot of the providers in the market place talk about visibility of assets, they talk about visibility of assets within a confined distance or a confined space when you talk about RFID. They talk visibility of assets within the warehouse, visibility of assets within the assembly plant. However, when assets move beyond the warehouse, the application of RFID becomes significantly limited. While you can use handheld devices that can send information back to the server, that information still has to be analyzed and still has to be combined with data that has been delivered by the GPS device that is installed on the vehicle. It is accurate, but not real-time. It is almost accurate and almost real-time information because it is depending on some analysis to be done on the backend, for that information to be accurate. That being said, there is a very significant aspect to our technology that is completely unique to us and different from absolutely anything that is in the marketplace or that anyone in the marketplace has developed to date: security of assets in transit. We boldly claim that we have the only solution in the marketplace that can give you true security information about your assets while in transit. Let me explain why this is significant. When I talk about the integration of GPS and RFID at the hardware level, I am indicating that we have built a solution that can see events in real-time and can take action about those events in such a way that is very significant and very relevant to the security of assets while they are in transit.

CEOCFO: Who is using your services today? Where are you in the process of implementation?

Mr. Aladesuyi: We are engaged in a number of case studies to date. We just completed one case study in Dubai in which this solution was used to track of electronic equipment that is used to monitor chemical emissions at chemical plants. Basically, the government in Dubai wants a report that can validate that the chemical plants are actually monitoring these emissions. The only way that this information can be considered accurate is to validate that the equipment that is doing the monitoring was actually taken to the plant and delivered to the plant. You can actually monitor and certify how long that equipment was at the plant and also have the ability to collect relevant data at the plant that can be delivered in the report to the government

Our solution does not send data to a backend server for an employee to analyze or for some software to generate a report for you; it is proactively taking action to prevent cargo theft, to prevent inefficiencies within the supply chain and to help improve customer service for our clients. - Mr. Kayode Aladesuyi

agency. This integrated GPS and RFID solution can tell you that the equipment was actually moved from the truck at this location at this time, and returned to the truck at the same location at that time, and that the RFID tag data had been undated with the relevant data that was collected at that chemical plant. This case study is an example of one specific solution that we were able to demonstrate in Dubai.

CEOCFO: Do you see a larger market outside of the US?

Mr. Aladesuyi: This is a global issue. There is \$104 billion worth of assets that are lost annually in transit. Industries across the globe are struggling with this problem. According to the FBI, there is \$30 billion worth of goods that are lost in transit in the United States alone, annually. You can get a real sense of your assets at the warehouse, but from warehouse to warehouse or from warehouse to the shelf space, many assets have been lost.

CEOCFO: How do your customers benefit by using your technology?

Mr. Aladesuyi: There are three areas where our solutions provide significant benefit and ROI to businesses across the globe. One is the protection and security of assets, gained when you install our proprietary RFID readers in the cargo area of your truck and a LogiBoxx intelligent GPS device in the cab. These two devices, GPS and RFID, are able to communicate with each other. So when your driver arrives to load assets onto the truck, after he has done the administrative work and has assigned shipment manifest to every truck, the RFID reader in each of those trucks can monitor which manifest has been assigned to a specific truck and can monitor the driver's activity as he loads assets onto the truck. As the RFID reader is monitoring assets that have been loaded onto the truck, it is sending all of that data to the GPS device. The GPS device is able to see the configuration of your manifest that you put in the system and monitor goods that are being loaded onto the truck. If your driver were to load more or less goods onto the truck than he should, the GPS is able to tell your operations data or your logistics department that there is a manifest discrepancy. So right there at your loading dock, you are cutting down on theft and inefficiencies within your logistics department. This is because there is a cost when your driver picks-up goods at the warehouse that do not belong on the shipment and you only find out after the fact and the driver either has to come back or you are not able to make delivery to customers whose goods have been loaded onto the wrong truck. That is the first benefit that the client derives from the utilization of our technology.

The second solution is now that the goods are on the road, how do you know, in today's market, if the driver is delivering your goods to the wrong customer? You don't know, there is no way to tell until after the wrong goods have been delivered to the wrong customer. So there is a cost to going back, there is a cost of losing your customers, of causing your customers not to meet their own demands,

and also there is a cost of sending your driver back to retrieve the goods. We solve that problem, because within our system, every single RFID tag that is loaded onto the truck has the destination embedded on it. As your driver begins to unload product from the truck, the RFID reader is able to read the tags and is able to talk to the GPS unit on the truck. The reason we call it Intelligent GPS is that we have found a way to build intelligence into our GPS device. Our GPS device is able to receive the tag data of the goods that have been unloaded and it is able to look its memory and say, "wait a minute, this tag is supposed to be delivered to Alabama, why is it coming off the truck in Georgia?" Our solution is able to help in several ways. Let's go through the process: the cargo door opens, the RFID reader first and foremost, scans for an identification of who is opening the cargo. If it's the driver, it sends a message to the GPS unit, "Yes, it's the driver." The GPS unit then asks the reader, "What is he doing?" If the driver is removing goods from the cargo, the RFID reader is sending a message back to the GPS unit that says that the driver is removing this cargo with this RFID tag. The GPS unit then looks into its memory to determine if this is the destination on those tags. If it is not, it has a built in audio to advise the driver that he is delivering the wrong cargo to the wrong address. It would also simultaneously communicate with the logistics department that your driver is delivering cargo to the wrong address. This activity in itself helps to save businesses a lot of logistics headaches that cost them millions of dollars every year.

The second part of this that is very relevant is that when the cargo door opens and the RFID reader scans an ID badge and does not recognize an ID badge, it will send a message to the GPS unit, which has in its memory several things. If it recognizes an ID badge, but it is not the ID badge that is authorized to have access to that cargo, it is a mid-level alert, so it will contact the logistics department and notify them that the wrong driver is accessing cargo in the wrong truck. If this activity is while the cargo is in transit, and it does not see an ID badge whatsoever, it is a high alert; "unauthorized ac-

cess to cargo". It automatically calls the security department or your operations center so that you can dispatch local police. This is how we prevent cargo theft and all of this happens in real-time. Our solution does not send data to a backend server for an employee to analyze or for some software to generate a report for you; it is proactively taking action to prevent cargo theft, to prevent inefficiencies within the supply chain and to help improve customer service for our clients. These are only a few examples of what we are able to do with our LogiBoxx integrated with RFID. It is very interesting that I am having an interview with you today, because I had a meeting with a major telecom in the East Coast, just this past week, that offer services globally. One of the challenges that they have today is that when the technicians come into the office every morning to load up this service orders and to get equipment and tools, technicians are picking up the wrong equipment on their trucks. The telecom industry is having a significant issue with tracking the right technician, with the right equipment to go to the right job. What we are able to deliver to them is: before the technician can leave the service at the loading dock, we can notify the company that the work order that was just given to your technician is for the wrong tool on his truck, allowing you to stop him before he leaves. So it is not just managing the technician, it is also managing the workload in the field. If there is an emergency in the field, the company is able to find which truck in the field has the right equipment for that particular job and which of these trucks is closest to the particular job that takes priority. Because we integrate GPS and RFID at the hardware level, we are able to provide them with a solution where they can log into our system and do a search for the truck that has the right tool that is closest to this particular job site. Our system, using RFID technology, is able to identify all of the types of equipment that is needed that is closest to the emergency job site, so they can dispatch the right truck with the right equipment to the right job.

CEOCFO: Are you able to patent protect your technology?

Mr. Aladesuyi: Yes, we are. We have integrated two technologies that are gen-

erally very difficult to protect. However, what we have protected is the business logic. We currently have a patent pending on the business process logic that we have filed with the trademark office.

CEOCFO: What is the financial picture like today?

Mr. Aladesuyi: We have been in business since 2004, and we spent most of that time on R&D. We have invested a significant amount of our resources in development and we are now in the deployment stage of this technology.

CEOCFO: In closing, why should potential investors be interested in East Coast Diversified?

Mr. Aladesuyi: There is a \$104 billion reason why LogiBoxx is going to make sense, globally; that is it in a nutshell. We have not taken into account what I just described to you, assets, tools, efficiency within an operation. Let me leave you with one final example of how our LogiBoxx can be applied to increase workplace efficiency. We currently have a customer - a major lawn care service provider in Atlanta, called Executive Lawn Care Services - whose primary concern is with knowing how long their drivers are using equipment at the job site. When the equipment comes off the truck, how long did it take my driver to actually complete the job and put the equipment back on the truck, so I have precise time and location of what it is taking to do each job in the field. If I am able to monitor that degree of information and efficiency within my operation, I can determine where to allocate my marketing resources, where to allocate my hardware resources, and where to target expansion and development of other areas of my business. Because of our integration of GPS and RFID, we can communicate to our customers: each time a driver arrives at a job, when they have taken all of the equipment off the truck, how long it took him to perform the services at the job site, and when the equipment was put back on the truck. We can tell the labor costs and the efficiency and performance of each employee in the field. We are taking RFID and GPS beyond anything else that has ever been imagined. We are using the integration of GPS and RFID, to create performance evaluation and to create

performance optimization for the service industry. For the shipping and logistics industry, we are using the integration of GPS and RFID to create real-time, con-

tinuous visibility of assets and the security of in transit, increasing security. We are taking GPS and RFID into areas that neither of those industries have ever even

imagined that they would be capable of doing before we integrated the technology.



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