



Datatrac®

Press Release

Advancing Distribution Technology

Datatrac® continues to expand its leadership in distribution technology with its most recent software release. Already available as one of the powerful, integrated capabilities of the Datatrac logistics operating system, the newest version of the Distribution module lays the foundation for rapid growth by carriers who work with major shippers.

As part of the comprehensive Datatrac technology set, the Distribution module is already certified for operation on multiple platforms. The easy to deploy application is fully compatible with several leading cellular networks to maximize operational coverage. Users can choose from a variety of Windows Mobile handheld computers and mobile phones when equipping their drivers and warehouse personnel. Because the system can be quickly and easily customized, it is readily adaptable to the needs of shippers in diverse industries like pharmaceutical distribution, office supply delivery or laboratory specimen collections. It's in these specialized service offerings that many carriers are finding solid growth opportunities even in tough economic times.

Although current users will find the product experience familiar in the new release, the entire underlying architecture has been replaced for better scalability and performance. Because no third-party technologies are utilized, the Datatrac development team has full control of the total solution. All functions are tightly integrated and carefully designed to allow for even more improvements in the near future.

Garland Duvall, Datatrac CEO noted, "Independent carriers are recognizing the exceptional business opportunity that exists in handling product distribution for major shippers. We are investing now to make sure they have the tools they need to handle ever-increasing volumes and the need to more closely interact with their customers."

About Datatrac Corporation

Datatrac® Corporation has been helping shippers and carriers grow revenues by maximizing logistics efficiency for over 30 years. With their real-time logistics network and practical technology solution, Datatrac is driving to eliminate inefficiency from the complete delivery cycle. Learn more by visiting www.datatrac.com or call 800-827-2677. Follow "[DatatracCorp](#)" on Twitter for the latest news updates.

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