

Different technologies... Which one to choose?

The following table identifies the major points illustrating the superiority of wireless technology over GPS, GPS/wireless and wireless/digital technology for stolen vehicle recovery. ▶▶▶

	Wireless Technology (100% cellular-based)	GPS and GPS/Wireless (GPS and GPS/cellular)	Wireless/Digital (Cellular / Location-based services)
Function	Designed solely for tracking stolen vehicles.	Designed for fleet management, navigational and roadside assistance.	Designed primarily for fleet management purposes.
Tracking Technology	Device uses the wireless network to determine the position of a vehicle. Exact location is then established by an in-house tracking team that uses proprietary on-board tracking equipment to pinpoint the position of the vehicle, to within 3 feet of its actual location.	The GPS/wireless unit only uses the wireless network to relay its GPS coordinates to the call center, not to locate the vehicle.	The Wireless/Digital unit uses the wireless network to establish the vicinity, or rough position, of a vehicle. Vicinity range is dependent on the cell site density. Unit cannot pinpoint the exact location of a vehicle. Accuracy can be limited to within 5km of the actual location, especially in less populated areas.
Coverage	Proven tracking capabilities outside of wireless coverage.	A clear signal is required from at least 3 satellites in order to locate a vehicle. GPS/wireless unit is dependent on wireless coverage for location.	Cannot track outside of wireless coverage.
Signal Interference	Signal is not obstructed by underground parking lots or shipping containers.	Satellite signals are easily blocked. Signals cannot penetrate underground parking lots nor shipping containers.	Inability to provide an exact location or pinpoint the vehicle limits the ability to successfully track and locate a stolen vehicle.
Energy Efficiency	Boomerang2 features state-of-the-art energy efficient technology.	n.a.	n.a.
Theft Notification	Instant theft notification [Boomerang2] with patented stealth arming and disarming. Automatic wireless communication between the Boomerang2 device, the transponder and Boomerang Tracking Central.	Automatic feature is dependent on ignition being tampered with and immobiliser or security feature is physically linked to the GPS unit. Both of which make identification and disabling easy for thieves.	Automatic feature is dependent on ignition being tampered with and immobiliser or security feature is physically linked to the GPS unit. Both of which make identification and disabling easy for thieves.
Tracking Team	In-house tracking team, active in the field 24/7.	In general, a call center is available without in-house tracking services.	External call center with no in-house tracking services.
Vehicle Identification	Tracking team establishes visual confirmation of vehicle facilitating recovery by law enforcement and leading to possible arrests.	No visual confirmation of location of vehicle can be established. Last position is not precise enough to allow law enforcement to obtain search warrants when vehicle is hidden on private property.	No visual confirmation of location of vehicle can be established. Vicinity of vehicle is not precise enough for law enforcement to obtain search warrants when vehicle is hidden on private property.
Incidental Recoveries	The system has led to the recovery of hundreds of incidentals*, representing millions of dollars. <small>* Vehicles not equipped with a Boomerang device</small>	Unknown	Unknown
Response Time	Rapid response to theft with less damage to the vehicle and the likely return of personal belongings.	Response time and recovery is only dependent on law enforcement priorities.	Response time and recovery is only dependent on law enforcement priorities.
Quality Control	Ongoing training and certification of all installers to ensure quality installations.	n.a.	n.a.
Device Location	Difficult to locate device as it can be hidden in many undisclosed locations.	GPS antenna requires an unimpeded line of site and limits the installation of the unit to few select areas. Receiving antenna is visible and easy to locate and disable.	Unknown
Information Access	State-of-the art enterprise system and dealer web interface that ensures security.	n.a.	n.a.
Client Security	Tracking executed by trained professionals.	Clients may endanger their lives by using the last position of their stolen vehicle to try to recover it themselves.	Clients may endanger their lives by using the last position of their stolen vehicle to try to recover it themselves.