



The easy way to charter a bus®  
—anywhere in North America

## RedBox Q&A

### For Our Bus Operator Partners



As the industry leader in providing a single source for charter bus service and a pioneer in emergency response, it is only fitting that The BusBank offer the latest in GPS and ground-breaking mobile communications.

We are proud to introduce the **RedBox Ground Link** platform.

Here are answers to some frequently asked questions.

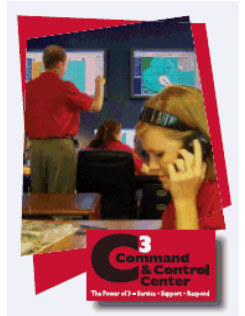
**Q. What is the RedBox Ground Link platform?**

A. The **RedBox Ground Link** platform is the industry's first fully integrated GPS and mobile communications solution to support emergency evacuation situations created exclusively for charter bus operators.

**Q. How does the RedBox Ground Link platform work?**

A. The **RedBox Ground Link** platform is a powerful onboard communications computer. Developed under a partnership with Sprint Nextel, it provides a higher degree of communication with drivers and visibility of vehicle location and operating status. Features include:

- **GPS Tracking and Reporting** – Internet tracking of your fleet and on-demand reporting
- **Direct Connect** – Push-to-talk technology connects the driver, operator, and The BusBank Command & Control Center (C3)
- **Emergency Communication Switch** – Enhanced driver safety
- **Additional Groundbreaking Technology** coming in 2007



**Q. There are other GPS systems available, what makes the RedBox Ground Link platform superior?**

A. Imagine a service that gives you the control to anticipate weather and traffic problems, monitor your operations, and empower you to provide superior service to your customers. Imagine a service that provides you **Direct Connect** mobile technology. The **RedBox Ground Link** platform is a key to a higher level of service and day-to-day and increased profits. This ground-breaking technology platform is one of the most advanced in the charter bus industry.

**Q. What does the RedBox look like? Is it difficult to install?**

A. The **RedBox** is only 7 x 5 x 4 inches and weighs less than a pound. It includes a small antennae, speaker, microphone and power cables. Best of all, you can install it yourself! Each **RedBox** comes packaged with a set of simple, step-by-step installation instructions. Our trained staff is also available to walk you through any difficulties you may encounter.



**Q. Will the RedBox Ground Link platform enable me to see my whole fleet?**

A. Yes, once the **RedBox Ground Link** technology is initialized you will be able to have on-demand reporting and the ability to track your fleet online, anytime, anywhere! Right from your own computer!

**Q. What if I have Nextel phones already? Do I need to have your phones?**

A. If your current phones are GPS enabled, you should be able to use them. You will, however, need to have the **RedBox Ground Link** GPS service platform installed. The **RedBox Ground Link** GPS system is customized specifically for the charter bus industry, providing you direct contact with your drivers, operators and The BusBank through push-to-talk technology. **No other system currently available provides this superior level of service.**

**Q. Nextel service is limited in my area, doesn't this mean the **RedBox Ground Link** will be ineffective?**

A. While you may have had issues with Nextel coverage in the past, you may be surprised to learn that since the Sprint merger, Nextel and its affiliates now cover approximately 91% of the U.S. The BusBank and Sprint Nextel will work with you to determine availability in your area and take the necessary steps to maximize coverage.

**Q. What if an emergency area has poor service? How are we going to communicate with our buses?**

A. It is true that during a large-scale disaster all modes of communication can be drastically affected. Sprint Nextel, however, has a reputation within the federal government to be an industry leader during a crisis. One example is continued refinement of their technology for mobile towers called COWs or "Cell on wheels" that are moved into place during an emergency. The BusBank, in conjunction with Sprint Nextel, is at the forefront of obtaining and utilizing new advancements in GPS, tracking and communication systems. We will continue to incorporate these advancements into the **RedBox Ground Link platform.**

**Q. All of this sounds great, how can I order the **RedBox Ground Link** platform for my fleet?**

A. We are currently offering the **RedBox Ground Link** platform in conjunction with The BusBank **Response Team (R-Team)** The **Response Team** service consists of customized, pre-event planning and specialized charter bus service that is deployed during an emergency.

**To learn how you can be a part of this elite team, please contact your BusBank Account Representative today.**



***Be innovative. Be a leader. Be a part of the revolution. Join the R-Team today!***