

Bringing High-Tech Efficiency to the Taxi Industry

TomTom BRIDGE: Setting a new standard for the for-hire industry with Seibt & Straub

Seibt & Straub is one of the leading suppliers of customised systems for taxis and rental cars in Germany. Since the launch of GPRS technology in 2003, Seibt & Straub has set a new standard for efficient and low-cost technology for the entire taxi market.

As Seibt & Straub continue to search for more efficient systems, its partnership with TomTom BRIDGE represents the next step. The device provides an ideal platform for tailoring their solution to fit the specific needs of the taxi industry.

The combination of Seibt & Straub's vision and TomTom BRIDGE technology has resulted in an ideal device suited to every driver's requirements.



The solution

- Position and status of all vehicles are transmitted to the control centre in real time.
- Each driver has an electronic driver ID, recognised via the NFC reader.
- Wireless Bluetooth® connection to Chip-and-PIN readers permanently installed in the vehicle.
- Fast and powerful wide-angle camera captures the entire interior of the vehicle.
- Quick push-to-talk communication available if the driver has questions or problems.

The results

- Efficient GPS tracking allows for time and cost savings for customers and taxi operators.
- Increased safety is provided through electronic driver ID ensuring the drivers are licensed.
- Encrypted images captured by the camera are transmitted to the emergency services in real time if an emergency call is initiated.

"We're excited to bring much-needed innovation to the taxi industry in partnership with TomTom BRIDGE, ensuring not only greater fleet efficiency, but also improved safety for drivers and passengers." ~ Stefan Straub

