



REDTAIL's VAM Hardware Selected by Ingenie - Young Driver Insurers

Cambridge,—October 6th, 2011— REDTAIL Telematics announces its selection by new UK insurance brand Ingenie for its new telematics technology inspired car insurance product.

The young driver market currently suffers from traditional insurance companies treating all young drivers as high risk. Using advanced telematics Ingenie is able to rate a driver on how they drive as an individual, so a young driver simply pays for cover based on how they drive.

Ingenie has selected REDTAIL's VAM1 telematics hardware and DataWarehouse solution in order to source the continuous high frequency data stream that is necessary to properly characterize driver behavior. The VAM1 device provides 1Hz GPS and 10Hz accelerometer data in real time via its DataWarehouse database allowing customers to draw this data down at their convenience. Airtime is provided by Everything Everywhere, the company which runs Orange and T-Mobile.

Richard King, CEO of Ingenie said "REDTAIL's innovative technology demonstrated a cost effective solution for the high frequency sampling that we need and their track record as a supplier to the automotive aftermarket gave us confidence in their manufacturing and supply capabilities."

Dr Colin Smithers, MD of UK design house Plextek and founder of REDTAIL Telematics replied "We are delighted to be selected by Ingenie for their exciting new endeavour which is in part brought about by our track record of having designed and delivered over 5 million tracking devices into the automotive aftermarket"

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About REDTAIL Telematics®

REDTAIL Telematics Corporation is a global business entity based in North America with headquarters in the United Kingdom. The REDTAIL organization has an exclusive agreement with Plextek Limited, the award winning global design consultancy, in business for over 21 years. In partnership with Plextek Limited, REDTAIL creates, manufactures and distributes award winning designs and quality manufactured products. For more information regarding REDTAIL Telematics, visit www.redtailtelematics.com. For more information regarding Plextek Limited and their impressive product portfolio, visit www.plextek.com.

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Website: www.redtailtelematics.com

About Ingenie Ltd

Ingenie is fresh-thinking car insurance for young drivers aged 17 to 25. Treating every driver as an individual so that cover is based on the way they drive, not on the collective risk, which is how traditional car insurance works.

Ingenie installs a telematics device in the car. This doesn't limit mileage or impose curfews; instead it measures driving behavior. Premiums are then reviewed every 90 days – if driven well, the cost of car insurance for a young driver could come down. It's all about rewarding young people for good driving. Ingenie is aiming to create a community of better, safer, drivers.

Website: www.ingenie.com

About Plextek Limited

At the forefront of business and product innovation, Plextek develops and commercialises diverse technologies across a broad range of market sectors. It is the development partner of choice for 300+ major global organisations, government bodies and ambitious start up companies.

Established in 1989, Plextek has evolved from a pure 'design house' into an international multidisciplinary consultancy capable of transforming businesses and



managing customers' products through the entire product development cycle from concept to supply.

Plextek also has a proven track record for transforming entrepreneurial ideas into successful businesses, including Telensa Ltd (street lighting control infrastructure), Icen Mobile (mobile cash transfer) and PneumaCare Ltd (contact-less lung function measurement).

Website: www.plextek.com

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