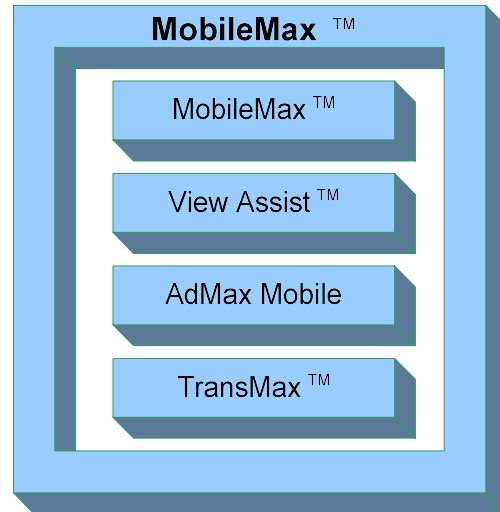


## MobileMax

Ice Tower provides MobileMax to any transit or private transportation company to increase security on busses, trains or ferries. The digital video recorder allows law enforcement to accurately identify perpetrators of crime on transit vehicles. ViewAssist further enhances safety in severe weather conditions by allowing the vehicle operator to clearly see the sides and rear of the mobile vehicle. The AdMax option allows transit companies to generate significantly more revenues than traditional paper advertising since the system can store thousands of high quality digital ads compared to 10 to 20 paper ads.



TransMax is the key component for this unique proprietary product offering.

### TransMax

Next Generation RFID Access Verification (E-Pass) for Transit and Mobile infrastructure

TransMax replaces paper transit passes/tickets with encrypted RFID card/Tags

Provides access verification in any transit forum

Protects the transit user's investment in access fare

Saves transit authorities millions of dollars on paper stubs and tickets annually

Protect the environment by significantly reducing paper and toxic ink usage

Enhances and simplifies fleet management by utilizing centralization and automation

Automatically generates reports with detailed statistics and analysis information

Utilizes wireless infrastructure for easy, automated data collection and management

Utilizes self-maintenance technology for trouble-free operation