






SVR500 Competitive Analysis

March 2020

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Competitive Comparison: BHPD Devices

Device	SVR Tracking SVR500MD	AdvantageGPS Revo	PassTime Encore
			
Dimensions	3.54" x 2.60" x 0.79"	4 5/16" x 3 3/16" x 3/4"	3.5" x 2" x 0.5"
Battery Technology	Next Gen Lithium Battery	Lithium Ion Battery Pack	Lithium Metal
Battery Capacity	2400 mAh @ 3.6V	Not Available	1700 mAh @ 3.0v
Activation Process	Magnet; UI	Key; LEDs	Tab & Pin; LEDs



Competitive Comparison: Price & Warranties

Price & Warranties	SVR Tracking SVR500MD	AdvantageGPS Revo	PassTime Encore
Price	\$119 for 3 years	\$99 - \$129 for 3 years (verify)	\$119 for 1 year (verify)
Warranty / Duration	3 years ¹ ¹ maximum of 6 days in Recovery mode	1 to 4+ years depending on Event plan (SmartStop, 3k, 4k & 5k)	Up to 4 years
Exchange Program		\$15 credit allowance towards next order	
Event Guarantee		\$25 allowance toward next purchase (1-500 events differential); replacement for >500 events differential	



Competitive Comparison: Key Features

Key Features	SVR Tracking SVR500MD	AdvantageGPS Revo	PassTime Encore
User Interface (UI)			
Top Stops / Stop Reports	✓	✓	
Battery Life Indicator (%)	✓	✓	✓
Geofencing	✓	✓	✓
Breadcrumbs on Map	✓	✓	
Location History	✓	✓	✓
Tamper Alert		✓	
Device			
Waterproof (IP67 rating)	✓		
Patent Pending Power Management: Smart Power SM	✓		

Competitive Comparison: Modes

SVR500 BHPH (SVR500MD) Asset Tracking (SVR500MP & SVR500MX)	Active	Pulse	Discovery	Recovery
	Locates 1x / day (17-hour heartbeats)	Not Applicable	Locates 6x / day (4-hour heartbeats); first 500 events	5-minute tracking intervals when moving (starts & stops); times out after 3 days
AdvantageGPS Revo	Standby	SmartStop	Discovery	Recovery
	Locates 2x / day	Reports <u>all</u> starts & stops for device lifetime	First 300 events	2-minute tracking intervals ¹ ; times out after 7 days or 500 events
PassTime Encore	Endurance	Trip	Active	Recovery
	Locates 2x / day	Reports data at the beginning & end of each trip	Locates while asset is moving	5-minute tracking intervals

¹ AdvantageGPS recently changed their Recovery tracking frequency from 5-minutes to 2-minutes

Competitors: Website Screenshots



AdvantageGPS






COMPARISON LIST OF FEATURES	REVO SMARTSTOP	REVO 3000	REVO 4000	REVO 5000
FCC Certified 4G LTE Technology	●	●	●	●
Device Service Plan	N/A	N/A	N/A	N/A
No installation - just activate, place and go!	●	●	●	●
No extra cables, nor accessories needed	●	●	●	●
Discovery Mode - gives a detailed history for the first 300 events		●	●	●
SmartStop Mode - automatic real-time reporting of all starts and stops throughout the lifetime of the unit	●			
Standby Mode - reports vehicle's location and health 2x a day and allows a dealer to change to Recovery Mode		●	●	●
Repo Mode - reports a vehicle's movement and stop events, then automatically changes to Stand by Mode (after 7 days or 500 events) or SmartStop Mode as appropriate.	●	●	●	●
Repo Mobile Tool	●	●	●	●
Performance and Reliability - Installation is the #1 reason for device failures. With Revo, you activate and secure in vehicle - no cutting wires.	99% - 100%	99% - 100%	99% - 100%	99% - 100%
Drive Reports - Revo Repo Mode provides a 2-minute breadcrumb trail when a vehicle is in motion	●	●	●	●
Stop Reports	●	●	●	●
Geofencing	●	●	●	●
Tamper Alert	●	●	●	●
Battery Life Guarantee	3,000 Events ≈ 1 Year (Tracks all Stops/Starts)	3,000 Events ≈ 3 Years	4,000 Events ≈ 4-5 Years	5,000 Events ≈ 4 Years +

PassTime



Asset Tracking


Competitive Comparison: Asset Trackers

Company	Device	Network	IP Rating	Check-Ins	Battery	Battery Life	Price	Notes
Samsara	AG41 	CAT 1	IP67	1x / day	12.5 Ah internal	Up to 2 Yrs.		
	AG45 	CAT M	IP67	2x / day	4 Lithium	4 - 5 Yrs.	\$99 + \$96 annual license	Ability to customize ping rates
CalAmp	ATU-620 	4G	IP66	Not Available	3 or 6 (1.5V AA)	2k messages		
Lonestar Tracking	Oster2 	CAT M	IP67	2x / day; 5 minutes or 1-hour options while moving	3 AA	Up to 5 yrs.	\$119.95 + \$99.95/yr. ¹ subscription	Option to unscrew back of device and replace the AA batteries
Lightning GPS	Battery Asset Tracker 	4G	IP67	Not Available	Not Available	Up to 5 yrs.	\$199.95 + monthly service	

¹ Pricing for 1-hour option; 5-minute tracking option is \$119.95 + \$149.95 annual subscription

Competitive Comparison: Asset Trackers



Company	Device	Network	IP Rating	Check-Ins	Battery	Battery Life	Price	Notes
Brickhouse Security	Spark Nano 7 	LTE	Waterproof case only	1-minute updates	Not Available	140-days (~1 hr. use / day)	\$149.95	Rapid Track: switch to a faster tracking speed

Competitive Comparison: Key Features



Profile	SVR Tracking SVR500MP	Samsara AG45	Lonestar Oster2
Key Features			
Check-Ins	2x / day	2x / day	2x / day
Recovery Mode / Other Tracking Options	5-minute tracking intervals when moving (starts & stops)		Offers 5-minute or 1-hr. tracking options when asset is moving
Pricing			
Price with Service / License Fee	\$119 for 3 years	\$99 + \$96 annual license	\$119.95 + \$99.95/yr. ¹
Price Comparison with 3 years of Service	\$119	\$387	~\$420
Device			
Waterproof (IP67 rating)	✓	✓	✓
Battery Life	Up to 2 yrs.	Up to 5 yrs.	Up to 5 yrs.
Patent Pending Power Management: Smart Power SM	✓		

¹ Pricing for 1-hour option; 5-minute tracking option is \$119.95 + \$149.95 annual subscription

Competitors: Website Screenshots



Lonestar Tracking Oster 2

- **Accurate within Feet-** Easy installation and works almost everywhere.
- **No Wires** – everything can be programmed OTA (Over the Air) wirelessly
- **4G LTE Cat-M1 Technology** – “Low-power wide-area” air interface supports longer battery life and greater in-building range. The Oyster utilizes several cell towers so connection will not be lost.
- **Waterproof and IP 67 Rugged** – Withstands water, mud, impacts and more. Perfect for trailers, boats, cars, trucks, snowmobiles, ATV's, campers and more.
- **Motion Activated** – To save battery life the device checks-in every 5 minutes or 1 hour when moving, every 12 hours when not.
- **Amazing Battery Life-** 3AA Ultimate Lithium batteries can last up to 5 years!
- **No Contracts** – You can pay by the month or by the year for service.

Brickhouse Security

Introducing the 140-Day 4G Magnetic GPS Tracker by BrickHouse Security. This GPS tracker is the most advanced version of our best-selling, portable GPS tracker and comes equipped with everything you need to make this portable tracker as powerful as possible. This kit features the portable GPS tracker, an extended battery, and a magnetic case for ease of use. It turns the small, portable Spark Nano 7 GPS tracker into a powerful slap-and-track vehicle tracker for long-term tracking capabilities.

The included extended battery ensures that you get all the time you need for tracking, increasing your battery life to up to 4 months longer than with the traditional battery (based on normal use of approximately 1 hour per day.) With the 4G cellular service that offers the fastest reporting in all of North America, you'll have confidence knowing exactly where your GPS tracker is at all times.

The 140-Day 4G Magnetic GPS Tracker is the most portable and easy-to-use GPS tracker on the market and provides you with the most important long term GPS tracking features, including real-time location updates, speed alerts, and a smartphone app to keep you constantly connected. Whether you're using the 140-Day 4G Magnetic GPS Tracker to track the movements of your valuable assets, to monitor the routes of business vehicles, or anything else, the 140-Day 4G Magnetic GPS Tracker will provide you with reliable coverage and accurate updates as often as you need. With this exceptionally long battery life, the 140-Day 4G Magnetic GPS Tracker is ideal for long-term, on-the-go tracking.

Additional Features of the 140-Day 4G Magnetic GPS Tracker

The 140-Day 4G Magnetic GPS Tracker is more than the smallest and most portable device on the market, it is also a market leader in reliability, customer satisfaction, and accurate, continuous reporting with 4G service.

Additional features that ensure you get the best service possible out of your 140-Day 4G Magnetic GPS Tracker include:

- **Long-lasting battery** that will provide you with up to 4 additional months of tracking with regular use
- **60 Second Updates** on your trackers location
- **Slap and track** option allows you to easily stash the tracker in a container or attach it to a vehicle and begin tracking its whereabouts instantly
- Custom settings options like **geofences and alerts** so you're notified about what's most important to you, like when your cargo makes an unexpected stop on the road or your teen driver goes over the speed limit
- **Panic button** allows you, your employee, your child, or whoever is carrying the 140-Day 4G Magnetic GPS Tracker long term 4G GPS tracker to call for help in an emergency
- **Waterproof case** protects the 140-Day 4G Magnetic GPS Tracker and ensures your location will keep reporting even when exposed to unexpected weather conditions
- Free **Smartphone App** for Android and iPhone so you can monitor your 140-Day 4G Magnetic GPS Tracker's location from **anywhere**.
- Rapid Track lets you switch to a faster tracking speed when you need more details about what you're tracking
- 4G cellular service functions **anywhere in North America**, allowing you to track anywhere in the U.S., Canada, and Mexico. Never worry about losing service when crossing borders in North America again!