

## **Blackline GPS, Corp. Is Marrying GPS And GSM To Provide Another Level Of Location Awareness For Consumers And Enterprises Allowing Them To Know And Track In Real Time Via A Cell Phone Or The Internet - Where A Person, Vehicle Or Boat Is**

**Technology**  
**GPS Cellular**  
**(BLN-TSXV)**



**Clark Swanson**  
**President, CEO and Director**

**BIO:**

Mr. Swanson, 39, previously held an executive position for SourceCode Technology Holdings, Inc., a global software firm headquartered in Redmond, Washington. Mr. Swanson has also served as Executive Vice President of Universal Studios based, White Eagle Productions, and Director of Immediant Corporation, a software services company headquartered in Mountain View, California. Mr. Swanson holds a degree in Economics from Pepperdine University and also graduated honors from the Graziadio School of Business & Management with an MBA, emphasis in Finance.

**Company Profile:**

Blackline GPS, Corp., was founded in 2004, integrating satellite GPS tracking with cellular GSM technology to provide innovative wireless products and service solutions to address the growing markets in vehicle and watercraft security and

recovery, location-sharing, workforce management and family efficiency concepts. Headquartered in Calgary, Alberta, Blackline GPS powers the ESCORT® Entourage™ CIS and PS vehicle security systems, combining the premium components of the ESCORT family of products with a level of user website connectivity, access to global databases and back-end location tracking and recovery only Blackline GPS can offer. Other products include Harpoon™ GPS watercraft security systems, BlipPlus™ Friend-finder app for Blackberry® smartphone and the Blackline GPS Monitoring & Recovery Service, providing instant text, email and direct voice contact alerts when vehicles or watercraft are tampered with, and a national recovery network should they be stolen. Technology, dedication and vision combine to create an ever-growing suite of tools designed to Protect. Share. Connect™.

We're all about enhancing the quality of our customers life—and peace-of-mind—by bringing them products that PROTECT what is most valuable to them, be it their prized possessions like cars and boats, or even their own family members... let them SHARE the locations of those people and things, with family, friends and co-workers... and CONNECT them with that information—and one another—in real time and on demand.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFOinterviews.com**

**CEOCFO:** Mr. Swanson, what was the vision when Blackline GPS started and what is your focus today?

**Mr. Swanson:** Blackline GPS originally started as a technology company that had an interest in delivering a consumer experience that encompassed the marriage of GPS technology and GSM or cellular connectivity. By marrying those two technologies together, you have the ability of location awareness, which can be externalized. In other words, I can have a manufactured device that allows me to know where a person is, where a belonging is, or where my vehicle is.

**CEOCFO:** What about today?

**Mr. Swanson:** Today we still hold true to that vision of protecting those things that are important whether they are friends, family, co-workers, or assets that are personal. However, today we are sharing those experiences with other people through unique sharing mechanisms that really permeate our entire platform and connecting in real time and on demand with those devices that are manufactured for the services that are provided by Blackline.

**CEOCFO:** What are your primary offerings?

**Mr. Swanson:** We have an automotive practice, and that constitutes really of two products. One is the Entourage™ CIS, which has been brought to market with a company called ESCORT, which is the premiere manufacturer in the world of radar and laser equipment and together we did this joint venture. We formed a partnership with them, develop and produce to market the Entourage CIS, which is Company Installed Security. This is a fixed installed GPS security product for a vehicle. There is also a portable version of that called the Entourage™ PS or Portable Security, again for the automot-

tive market. We also have a marine offering called, Harpoon™ GPS, which works similarly to the Entourage CIS. It is an installed product goes in a watercraft. It comes with a keyfob which automatically arms and disarms the security features of that unit. Those security features are motion, alert owners to the movement of their watercraft or their car. In terms of tampering, vibration of that boat or the vehicle will be picked-up and then a SMS text message or email will be transmitted to the owner of that device, alerting him that somebody has been tampering with their vehicle. The second layer of security is perimeter and perimeter alerting will allow an owner to know whether or not someone has actually moved their vehicle or watercraft. Those are the security aspects. Of course, with our technology you also have the ability in real time and on demand to locate your watercraft or car anytime you choose either through a cell phone, which runs on an Application that is proprietary to Blackline, called BlipPlus, or through a web experience online. The last category I would say to be addressed in our portfolio today is Lone Worker, and we have a workforce management solution called Loner GPS and Loner Mobile. Loner GPS is a hip worn product that allows employers to monitor and ensure the safety of their employees that work by themselves. There is a panic button on the device, so if the employee gets into a situation where they are in distress, he or she can alert their employer, or another emergency responder that they are in a distress situation. There is also a motion sensor embedded in the unit as exists in the Entourage for motion detection. Remember that tampering with the vehicle or the watercraft detects motion, whereas the Loner detects lack of motion. So if somebody becomes unconscious, their employer can respond with appropriate emergency services to make sure that person has the most effective safety response. We have taken that portability and addressed the workforce management with a product called Loner Mobile, which similarly provides a check-in. This is used in cases where the employers have

cell phones, such as Blackberry use within the enterprise.

**CEOCFO:** What is special, better, unique about your line of products?

**Mr. Swanson:** What separates our products is usability or user-friendliness, and they are very intuitive. We also pay close attention to the customers needs like delivering the features that are more in alignment with the customer's requirement for a variety of fields. I would say that in addition to that we have the ability to adapt to the customers demands in terms of features and functionalities because we own our infrastructure. We are the ones who design, engineer and manufacture our own products and in applications, this provides us with the ability to offer services to our customers and meet their demands quickly. In addition, we also have a very senior management team

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within Blackline that I believe encompasses the vision to really translate what the customer demands or needs are into a final thought.

**CEOCFO:** Would you tell us little about your pilot program with FedEx?

**Mr. Swanson:** It is a wonderful program, and the first of its kind in terms of fleet management. I think we are pioneering something that is in high demand within fleet management services and that is to allow any user or a customer the ability to see in real time where their freight happens to be. If you think about traditional fleet management systems, their internal safety systems will allow corporations to understand or know where their assets are at any particular time. Whereas this gives not only the ability for FedEx to recognize where their fleet is, but also to extend that capability to the customer on a schedule basis so that their customer can actually in real time at their demand

where in transit that particular piece of freight is.

**CEOCFO:** Which areas are getting the most attention now, and where do you see the most growth?

**Mr. Swanson:** There are fairly robust markets developing in the area of Lone Worker Safety. Certainly people have in today's world less concern about location awareness than they have in the past. There are social networks like Twitter or Face Book or MySpace where people are basically exposed to the public environment, any personal attributes that they have, and I think it is more readily accepted today than it has every been in the past. Of course, with that comes a sense of responsibility, and we work to ensure that the privacy is still respected by the companies or the individuals that are using our products, but at the same time, delivering value in the sense of the category that demands that product. In the case of Lone Worker legislation that is pervasive in most provinces across Canada, an employer has to check in on a regular basis and know that their employees are safe. We are pioneering this area, developing a Lone Worker platform prior to legislation, which has given us a bit of an advantage in that respect.

So I think that is one of the largest areas of growth for our company in addition to some of the other industrial applications that GPS, tracking and awareness have provided some people, expanding on our service offering.

**CEOCFO:** What is the geographic distribution?

**Mr. Swanson:** North American right now. We do have plans to expand globally, but currently our products are largely distributed in North America. The only product that we have that is global at this time is our BlipPlus application, which is fairly global.

**CEOCFO:** What is the financial picture like for Blackline GPS?

**Mr. Swanson:** Well I am very optimistic about the financial future for Blackline. I think that Blackline has a tremendous opportunity to capitalize on a high

growth market in location based services and product manufacturing. Delivery of those products addresses growth areas like Lone Worker and fleet solutions and from that base, I think we are one of the more smartly-engineered product providers for the market and the general consumer.

**CEOCFO:** What is your distribution model?

**Mr. Swanson:** A small part of our business is direct. Customers certainly can go onto our website and purchase through a shopping cart. We also do service retail outlets directly, such as Best Buy or Future Shop. For our industrial line of products, we have distributors, which are able to access a wide variety of customers throughout North America.

**CEOCFO:** A very diversified approach!

**Mr. Swanson:** It is really hybrid model, but I also underscored that our platform is a common location based services platform, one which allows us to take a particular product and tailor the features capability of that product to address a different market. For example, our Loner GPS has the same working components as our Entourage PS for vehicle security. However, the differences are in this case instead of detecting motion, we are detecting lack of motion. Instead of pressing a button to arm the device, that button initiates a panic or distress call. So we have addressed each segment of the market base smartly, using the same components of manufacturing scalability we have with our other products.

**CEOCFO:** Why should potential investors look at Blackline; what makes it a good prospect?

**Mr. Swanson:** If you look at micro cap companies across the board, one of the areas of concern that I would have as an investor is the ability of management to execute on their strategy. Taking Blackline as an example, management of that company is largely made up of the former management of BW Technologies, and BW Technologies was the world's leader in manufactured industrial safety devices for gas detection. BW Technologies produced a portable gas clip, which would alert people whether there was toxic or otherwise harmful gas in the ambient environment. Management team grew BW Technologies from a publicly traded stock and they went and listed on the Alberta Stock Exchange, selling at \$2.00 to their acquisition at \$36 per share on the Toronto Stock Exchange in 2004. So in seven years they went from \$2.00 to \$36 with a \$260 million cash by-out by. Two years later in 2006 that company was then bought again by Honeywell for about \$600 million. Therefore, management certainly has the ability and experience to grow a business; they also had achieved sales of about \$150 million, continued grow at around 40% top and bottom line quarter over quarter. They have been there, have done it before, and have the ability to recognize a particular market. They have built sophisticated products, smart products to occupy that space and dominate that market. I think we have a great opportunity with Blackline to repeat that process, and certainly have less concerns over any lack of performance from management that you

have with value of micro caps across the spectrum. The other thing that I would look at is the growth sector. Is this a high-growth market? And in Location Based Services is a significantly high growth category. Again, with the products we are producing, how can we differentiate ourselves in the market place? One of the things that we did was we went and partnered with ESCORT, the world's premiere branded automotive accessories, particularly in radar detectors for automobiles, and branding of automotive products under the ESCORT brand. We also have innovated product delivery in the Lone Worker area before any legislation, so having a vision and understanding where the market is going before our competitors recognize that is a key advantage. Those are the differentiators of why I would be an investor and I am a significant investor personally in Blackline. I became involved with the company, initially as a significant investor with a group of people that rallied around the company to seize that opportunity.

**CEOCFO:** Final thoughts, what should people remember most when they read about Blackline GPS?

**Mr. Swanson:** I would say those attributes, those things that make us unique that I mentioned earlier. In addition, the vision that the company has is to deliver value-added products and services to the market place in a way and a fashion, which consumers need and deserve. There is also the diversity of our portfolio based on common input, which allow us scalability. Those are the things I would think about as an investor.

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