



Press Release

IPD Mobile services introduced to Jacksonville, FL Market.

ATLANTA, November 24, 2014 -- Datatrac Corporation announced that it has successfully begun the implementation of IPD Mobile in Jacksonville Florida. IPD Mobile was introduced as a network of independent professional drivers and a mobile application designed to enable fast paced final mile logistics companies to receive instant visibility and access to capacity managed by owner-operated delivery drivers and to provide other value-added benefits to companies engaged in final mile deliveries. The IPD Mobile technology available through an app on the driver's cell phone allows independent contractors to receive jobs from multiple companies, accept or reject the orders, bill for the services and operate as an independent business. The network creates the ability for logistics companies to reduce the risk of misclassification issues associated with consistently utilizing a contracted workforce.

The IPD Mobile driver app was installed on driver phones from three different Same Day Delivery Carriers. It provides the opportunity for these three companies to collaborate and share drivers across their companies. A driver who may be headed into a remote area is now available for another company to use on his return trip. Remote area and after hours service can be provided more economically thanks to the sharing of the drivers. In addition, the IPD Mobile product shows further proof to validate the independent contractor model.

"We're excited by the lively response to IPD Mobile and the opportunity to work closely with the companies in Jacksonville to deliver value to their group", stated Henry Dixon, President and CEO of Datatrac. Mr. Dixon went on to say, "A truly independent workforce can only be empowered through technology and IPD Mobile's technology presents value to both parties in the transaction. It's a win for the logistics company because the technology serves as a means to have visibility to all available independent delivery capacity in the area. Our platform is structured so that multiple logistics companies can offer jobs to the IPD drivers. This scenario creates the ability to provide additional documented evidence of utilizing independent resources. The IPD Mobile drivers realize benefits as a result of having additional access to companies with job opportunities, the ability to manage those jobs and a better means to operate as an independent business", concluded Dixon

About Datatrac Corporation

Headquartered in Atlanta, GA, Datatrac Corporation is the leading software developer and wireless communications solutions provider for same-day/last mile courier companies in the U.S. and Canada. For more information about Datatrac, please visit the company's web site at www.datatrac.com.

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