



Cobra Connex

Ready when you need it





Why CSE?





CSE Automotive Technologies established in 1985 | Provider of Cobra Anti-theft systems to Automotive OEM & Aftermarket in the region





CSE Telematics | A CSE Group company, Telematics service provider established in 1998



CSE Telematics, part of CSE Group brings together unrivalled expertise – end to end service delivery, a comprehensive range of solutions and 20 years experience to deliver world class connected vehicle services and products for the Automotive, Fleet & Insurance industries.



We have extensive knowledge and experience of integrating electronics and telematics systems into complex vehicles both at the point of manufacture and beyond. Our business capabilities allow us to deliver both end-to end and solutions to our customers based on their individual requirements.



CSE Telematics | Secure Operations Centre (SOC) 24/7, ISO 27001 certified



eCall Automatic collision response

- Auto eCall – receives crash data & voice call, checks for severity and liaising with customer
- Liaising with MERS 999 for nearest emergency vehicles to crash location



Emergency assistance

- Manual eCall – receives SOS data & voice call, liaising with customer
- Liaising with MERS 999 for nearest ambulance to location



Breakdown assistance

- Manual eCall – receives SOS data & voice call, liaising with customer
- Liaising with roadside assist provider for nearest service vehicles to location



Proactive theft management

- If the main device and SPD are not matched, SOC will call the registered number to verify if the vehicle is safe



Stolen vehicle recovery

- Receives theft confirmation from customer, activating the SVR process, locate the car and liaising with the Police for recovery



Customer service & Help-desk

- Customer enquiries, device health check, service activation, technical support





Cobra Connex | Ready when you need it

On the roads, safety & security are major concerns: accidents, emergencies, breakdown, vehicle theft



Cobra Connex for: eCall, Safety & Security

- eCall Automatic collision response
- Emergency call
- Breakdown & roadside assistance
- Stolen vehicle recovery



Cobra Connex WN

Designed for eCall and Accident reconstruction



Cobra Connex WN | eCall with Windscreen device (PA52WN)



eCall Automatic Collision Response

The PA52WN eCall device is designed to be fitted on the windscreen for accurate accident detection & eCall automatic collision response – a service that saves lives.

After an accident, every second counts. Reducing response time is critical. It is equipped with 6 axis accelerometer and gyroscope for precise collision detection and reconstruction.



Wire-free solution, Solar panel

Together with CSE Telematics infrastructure, M2M SIM connectivity over multiple Telco network and CSE Secure Operations Centre, PA52WN is the ideal product for eCall without any wiring connection with the vehicle. It has a solar panel on the back of the device to charge the battery. In case of the need to manually charge, it is supplied with a USB cable. It takes 4 hours to fully charge from flat condition.



Nationwide telco coverage

The device is inbuilt with a 3 telco roaming SIM chip for maximum nationwide network coverage.



Stand-alone or Back-up device

This innovative eCall service can be offered as a stand-alone solution (eCall + Connected Car), or as a backup to the main vehicle tracking product for eCall only, thus increasing the level of safety for the vehicle.



SIM CHIP
Roaming among Maxis, Celcom & Digi



Cobra Connex WN | eCall with Windscreen device (PA52WN)

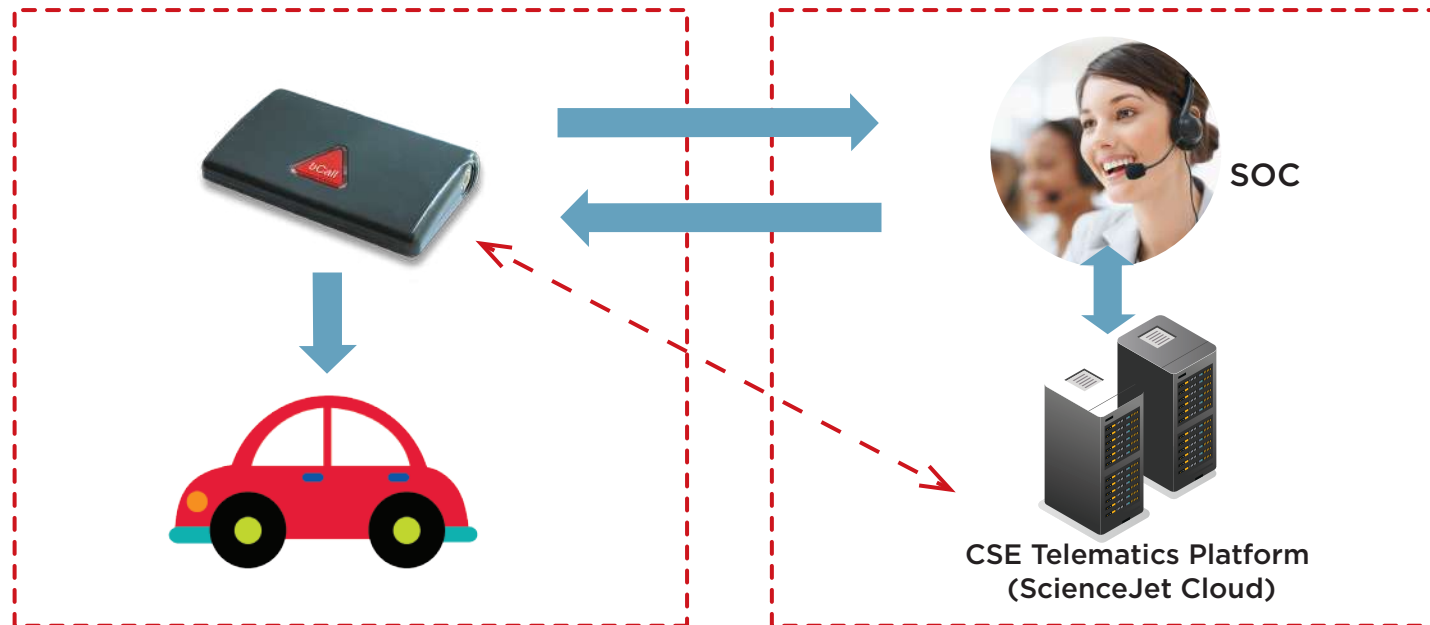


Product specifications

- ✓ Compact & ergonomic design
- ✓ Easy installation - No wiring with the vehicle, automotive adhesive
- ✓ 6 axis accelerometer + gyroscope for crash detection, reconstruction and precise start and stop detection
- ✓ Modem and SIM chip for real-time notification
- ✓ Internal rechargeable battery - maximum 4 hours full charge from flat
- ✓ 400mW Solar power on the back to support internal battery
- ✓ Magnetic plug for USB recharge
- ✓ Multi colour LED for real-time user feedback and device auto-diagnosis
- ✓ Large bCall button
- ✓ Detection, storage and transmission of trip start/end, trip duration, distance and crash events



Cobra Connex WN | eCall with Windscreen device (PA52WN)



Dealer installs the Windscreen device in the vehicle (below the windscreen mesh).

Dealer activates the service.
Help-desk support by 24/7 SOC.

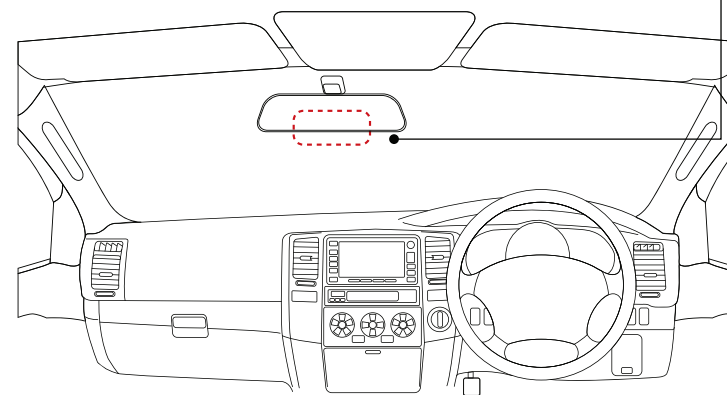


Cobra Connex WN | eCall with Windscreen device (PA52WN)

Stand-alone solution



Easy fit - stick on the windscreen below the windscreen mesh

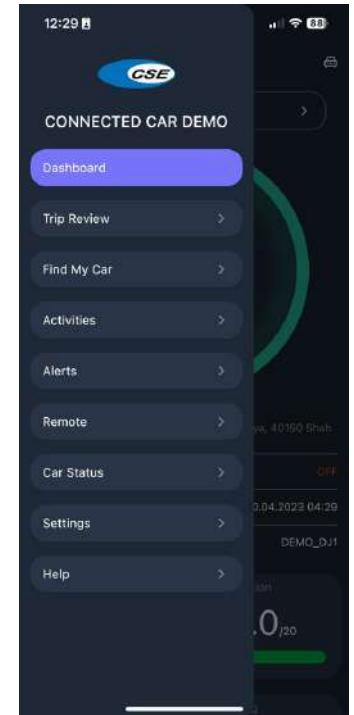


Cobra Connex WN | eCall with Windscreen device (PA52WN)

Mobile app & Web

Mobile App features

- ✓ **Secure mode** > Enable/disable Smart alarm. If car is driven or towed, alerts are sent. Push.
- ✓ **Geofence** > Set Zone in/out alert
- ✓ **Service** > Set service & maintenance due alert
- ✓ **Find my car** > Last parked location update
- ✓ **Car status** > Check if car is parked or driving
- ✓ **Speed limit** > Set speed limit alert
- ✓ **Trip review** > Check trips with driving score. Trip details include- start & end, location/time, distance, mileage, review, route taken, events
- ✓ **Driving score** > Based on speeding over road speed limit, harsh acceleration, braking & cornering
- ✓ **Car status** > Ignition On/Off, device battery, vehicle battery
- ✓ **Multiple vehicle management** > Access cars fitted with Connected Car with one app
- ✓ **Video telematics** > Download and playback recorded videos/event from CSE DVR unit (if applicable)



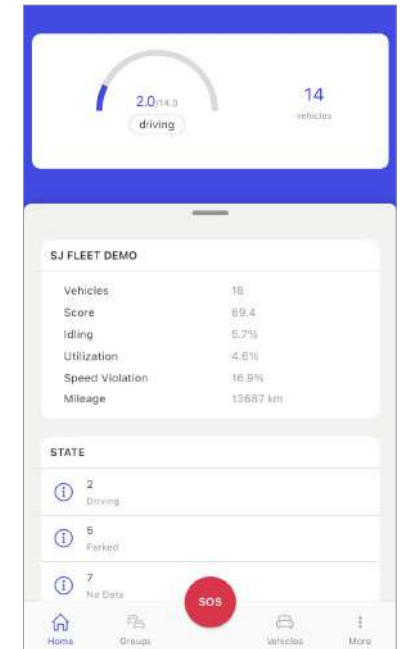
Web features

- ✓ **User profile** > Edit registered phone number, email, SMS
- ✓ **Geofence** > Set Zone in/out alerts (Multiple geofences)
- ✓ **Vehicle tracking** > Last parked location
- ✓ **Idling, Zone & Speed alerts** > Set speed, idling & zone alert

Cobra Connex WN | Option for Fleet Management (Web & App)

Fleet Management via Web & App

- ✓ **Online Monitoring** > Monitor fleets and respond to any event in real-time
- ✓ **Dynamic dashboard** > Customise the dashboard according to events & alerts e.g. Driver behaviour, Speeding, Idling, Geofence
- ✓ **Living area and heat map** > Check the areas where vehicles are mostly used
- ✓ **Geofence control** > Track & trace with events within the defined areas and locations
- ✓ **Fuel control** > Fuel consumption report including fuel siphoning alerts
- ✓ **Driving behaviour** > Driving score is based on speeding, acceleration, cornering & hard braking
- ✓ **Driver ID** > Can be linked to multiple drivers or single driver
- ✓ **Accident reconstruction** > Panoramic reconstruction of the accident 60s before and 10s after impact to ascertain the cause
- ✓ **Statistics** > Full Trip details and in charts and graphs
- ✓ **Service & maintenance portal** > Set service due reminder, insurance, road tax renewals
- ✓ **Extensive reports** > Generate custom reports from over 300 parameters & set scheduled reports as required





Cobra Connex WN | On the road protection

If one gets into an accident, one may feel lost and confused.
An unauthorised tow truck may tow your car to their preferred workshop that may cost you up to RM xxxx just to tow your car out of their workshop.



With PA52WN on the windscreen, you are protected

In case of an accident, our SOC will call you on your mobile phone and guide you through from tow truck to courtesy car and repair with your preferred dealer/workshop.



VIP Assist – Unlimited towing & Repair on spot service

In case of an accident, our SOC is alerted immediately and will call registered number.
If towing is required, our SOC will contact nearest tow truck to transport the vehicle back to customer's preferred workshop.

Because of **VIP Assist package** that provides **Unlimited towing**, customer will be able to request for vehicle to be towed back to their preferred workshop without having to be concerned about additional towing charges from anywhere in Peninsular & East Malaysia respectively.

In case of a **breakdown/flood** and towing is required, customer will be able to request for vehicle to be towed to their preferred workshop without having to be concerned about additional towing charges from anywhere in Peninsular & East Malaysia respectively.

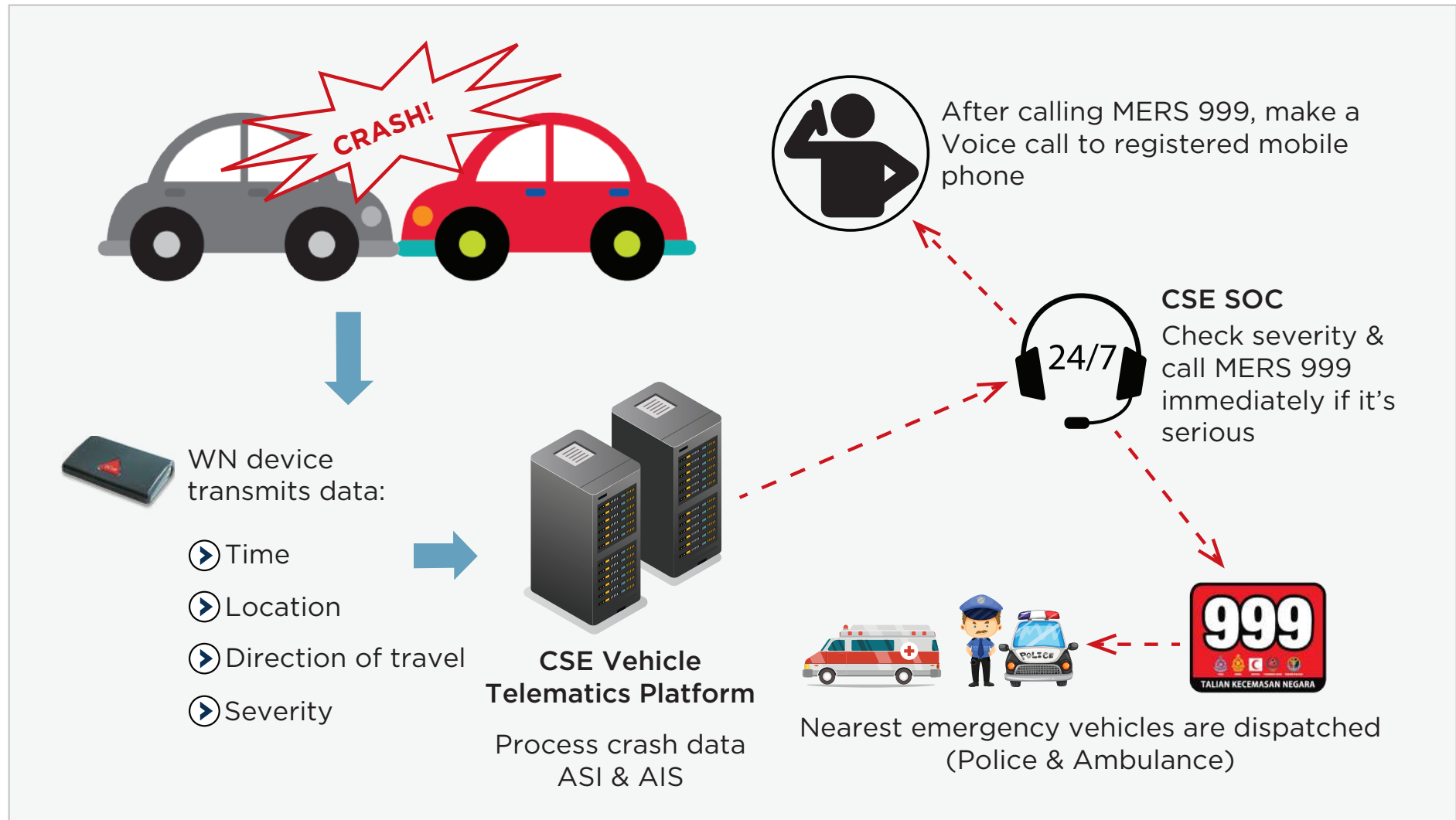
Repair on spot service – battery jumpstart/replacement, tyre replacement and out of fuel delivery.





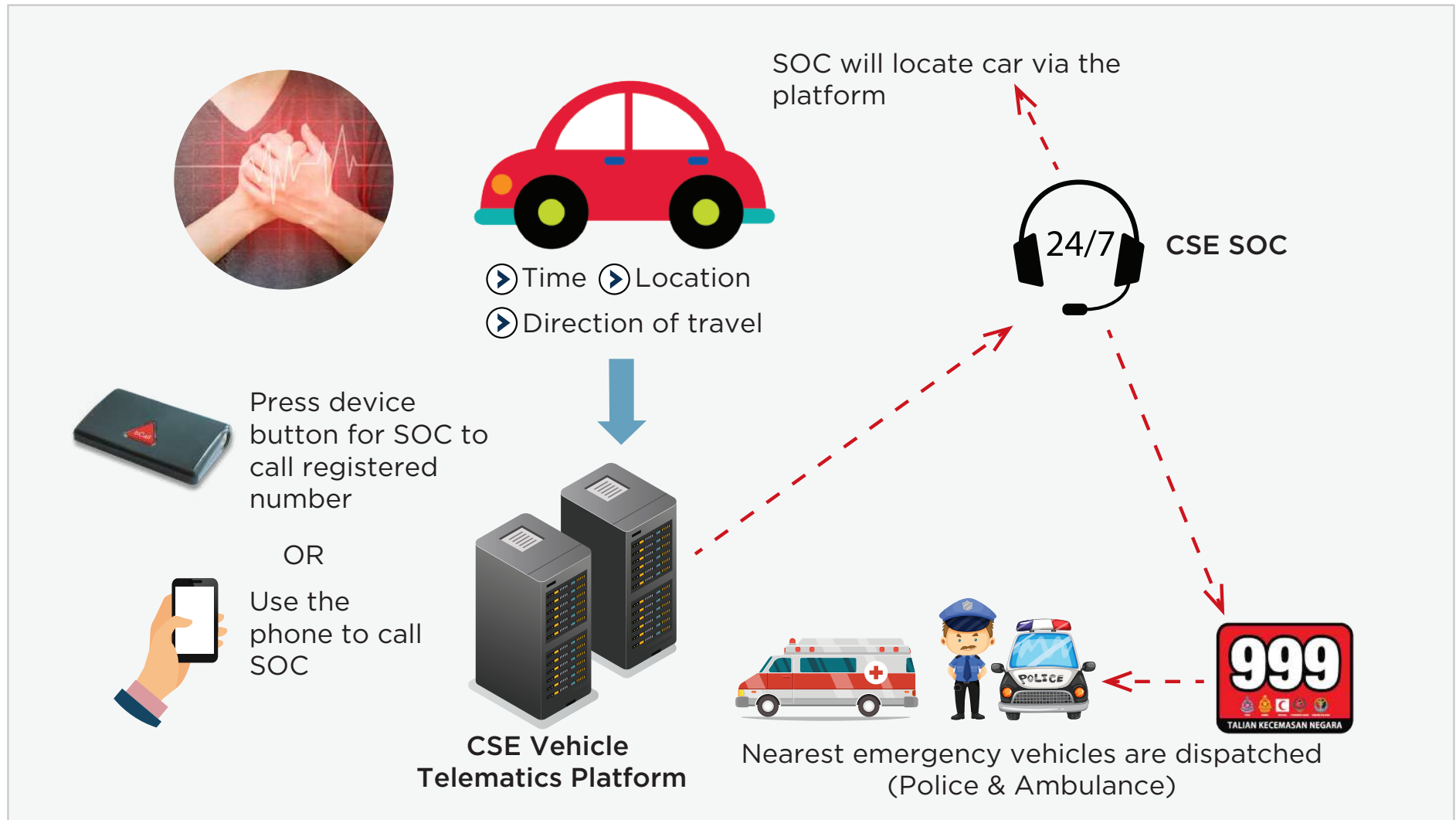
Cobra Connex WN | eCall automatic collision response

- a service that saves lives



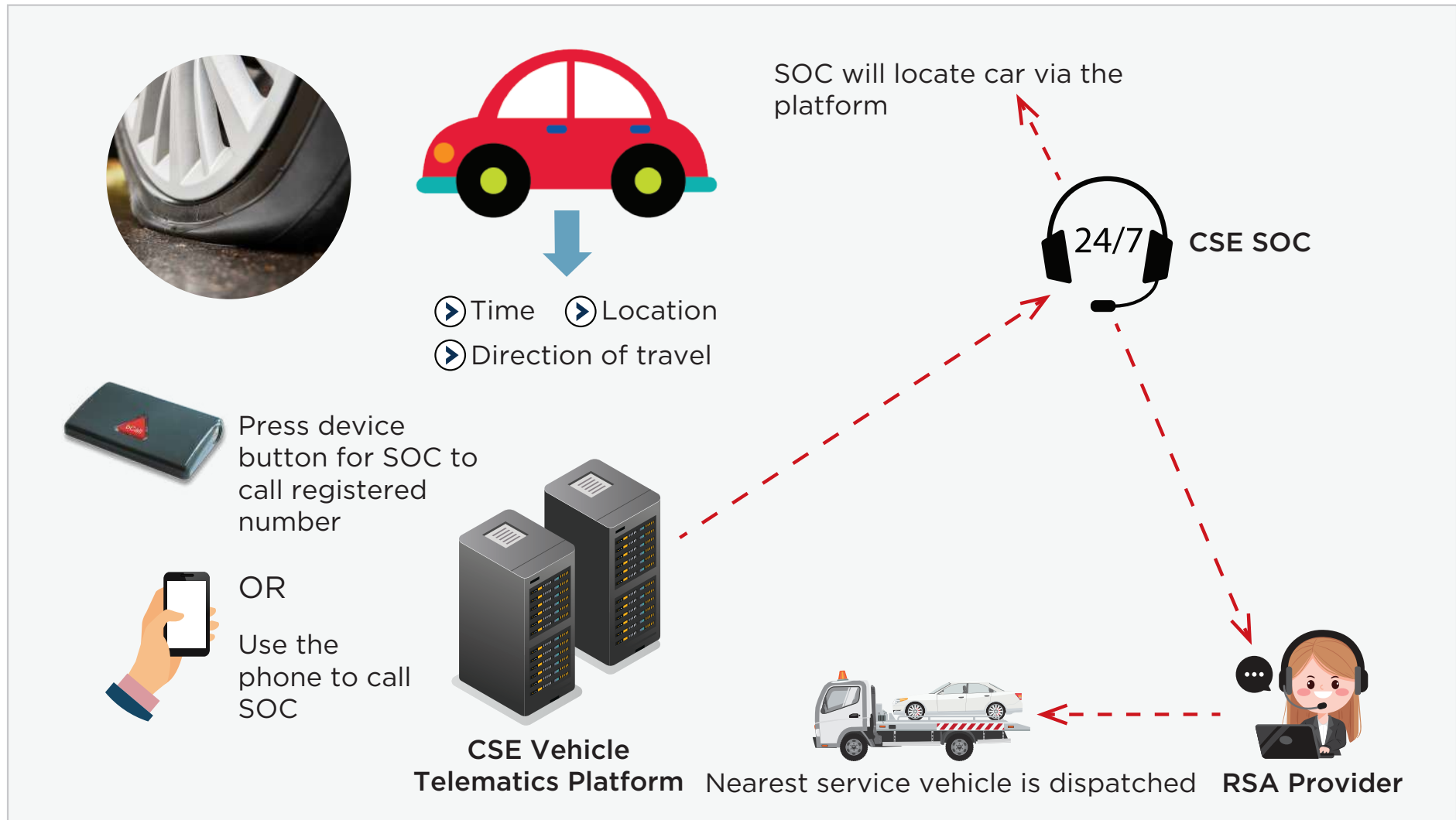


Cobra Connex WN | Manual eCall e.g. heart attack





Cobra Connex WN | Manual bCall e.g. flat tyre





Cobra Connex WN | Accident reconstruction

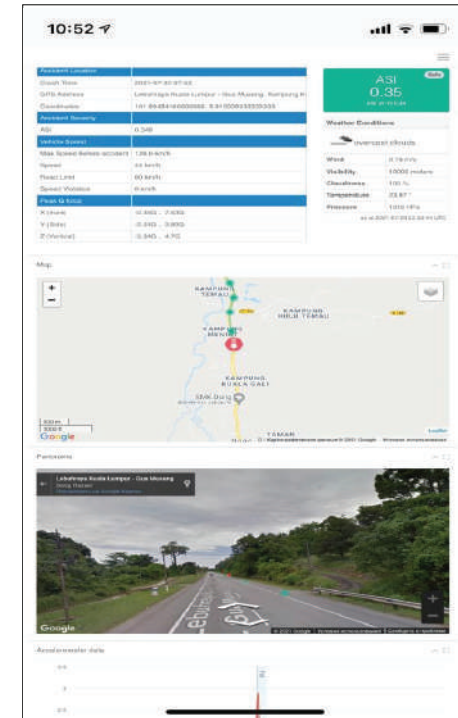
Accident reconstruction – to ascertain the cause of an accident. Use it to lodge police report and third party claim.

Accident Reconstruction

- ✓ Panoramic report 60s before and 10s after the crash
- ✓ Associated trip with full details
- ✓ Full details per second

Crash reconstruction chart e.g. the speed was constant at 60km/hr and then saw danger, started braking, impact and then continue to brake to stop the vehicle.

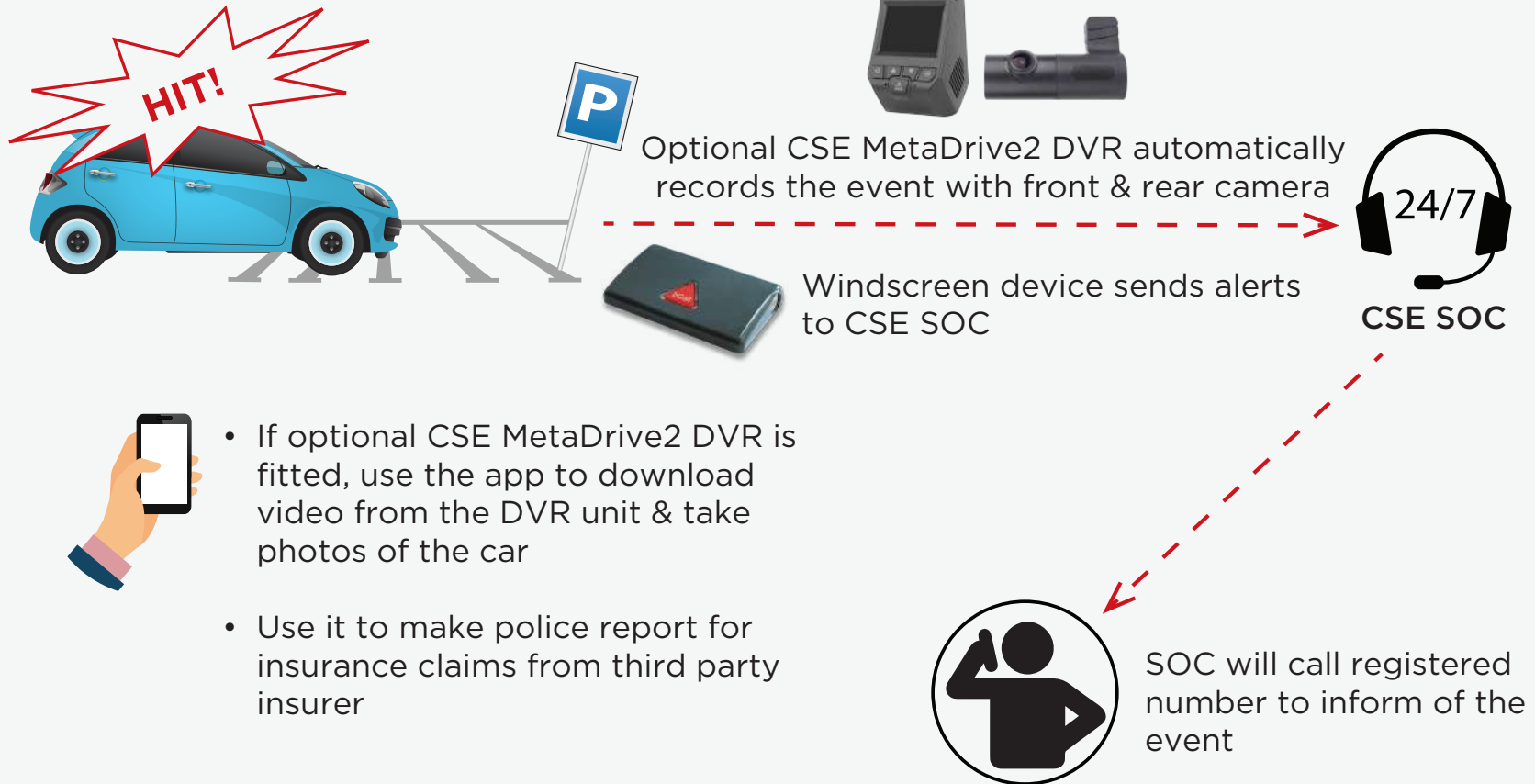
ASI – Accelerated Severity Index - how serious is the crash & likely damage area of the vehicle (ASI > 1.0 = Serious)





Cobra Connex WN | Parking protection

If the car is hit while parked...





Cobra Connex SPD

Designed for Stolen Vehicle Recovery (SVR)



Cobra Connex SPD | Remote security with self-powered device



Anti-theft

The SPD is designed for theft management and recovery of high value mobile assets.



Wire-free solution

Together with CSE Vehicle Telematics infrastructure, M2M SIM connectivity over the Telco M2M network and CSE Secure Operations Centre, SPD is the ideal product to manage assets that need to be deployed for long periods without external power supply.



Anti-scan/detection

The unit is installed in a covert position and is virtually impossible to detect as the GPS and GSM/GPRS modules remain in sleep mode most of the time.



Stand-alone or Back-up device

This innovative on-demand theft assistance service can be offered as a stand-alone solution, or as a back-up to the main vehicle tracking product, thus increasing the level of security.



Cobra Connex SPD | Remote security with self-powered device

Stand-alone solution

“Stand-alone” mode allows to build solutions based on SPD fitted independently.

In this mode device is in “sleeping” mode (no GSM/no GPS, only some sensors are active) most of the time, while it awakes automatically based on schedule (every x hours, programmable) to send valuable information (e.g. GPS + sensor data) to the platform or to “listen” to commands from platform (sent automatically or by an operator). So the communication with the SPD is available only during those “wake-up” periods.

In case of need, the customer can send a command via the platform to change the mode (e.g. to program new wake-up times or activate live-tracking) and this will be executed during nearest “listening wake-up”, that can be planned, based on programmed schedule.





Cobra Connex SPD | Remote security with self-powered device

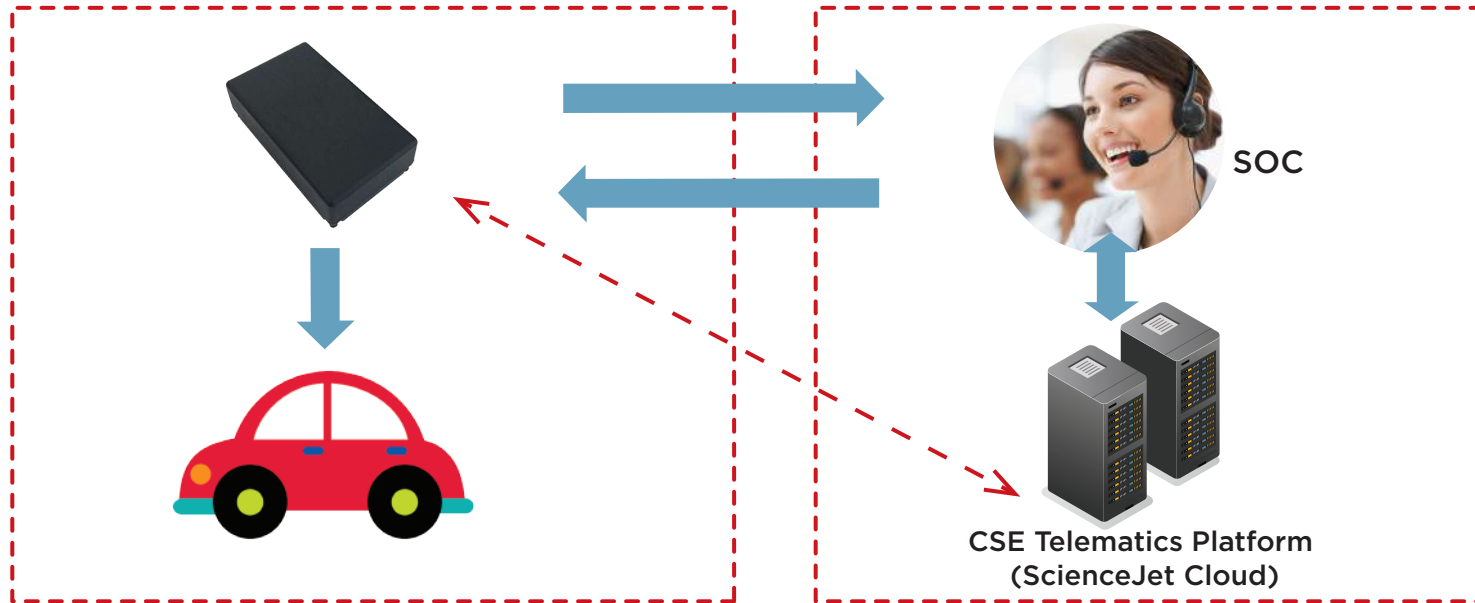


Product specifications

- ✓ SPD Compact design 70x20x40mm (LxWxH)
- ✓ M2M Global roaming SIM and in Malaysia roaming among Celcom, Digi & Maxis
- ✓ Wire-free and self-powered
- ✓ Small size, easy to hide, easy to fit
- ✓ Wake up 1x/day with location update to check for theft (Number of wake up times can be configured via Web)
- ✓ Once a day wake up time, battery life is 2 years (2 x CR123A lithium battery)
- ✓ Daily device health check
- ✓ Tracking mode battery life (2 weeks)
- ✓ High accuracy of positioning, GPS/GNSS/Beidou receiver
- ✓ GSM/GPRS modules
- ✓ 3 axis accelerometer & gyro sensor
- ✓ Flash memory
- ✓ Bluetooth LE
- ✓ IP68
- ✓ UN ECE R10 - R & TTE Certification



Cobra Connex SPD | Remote security with self-powered device



Dealer/end user installs the self-powered device in the vehicle.

Dealer/end user activates the service. Help-desk support by 24/7 SOC.



Cobra Connex SPD | Remote security with self-powered device

Stand-alone solution

Easy fit – hide or conceal in the vehicle



SPD

Wire-free, self-powered
Wake up 1x/day, 2 years battery life
Configurable wake-up times via the platform



Cobra Connex SPD | Remote security with self-powered device

Mobile app & web

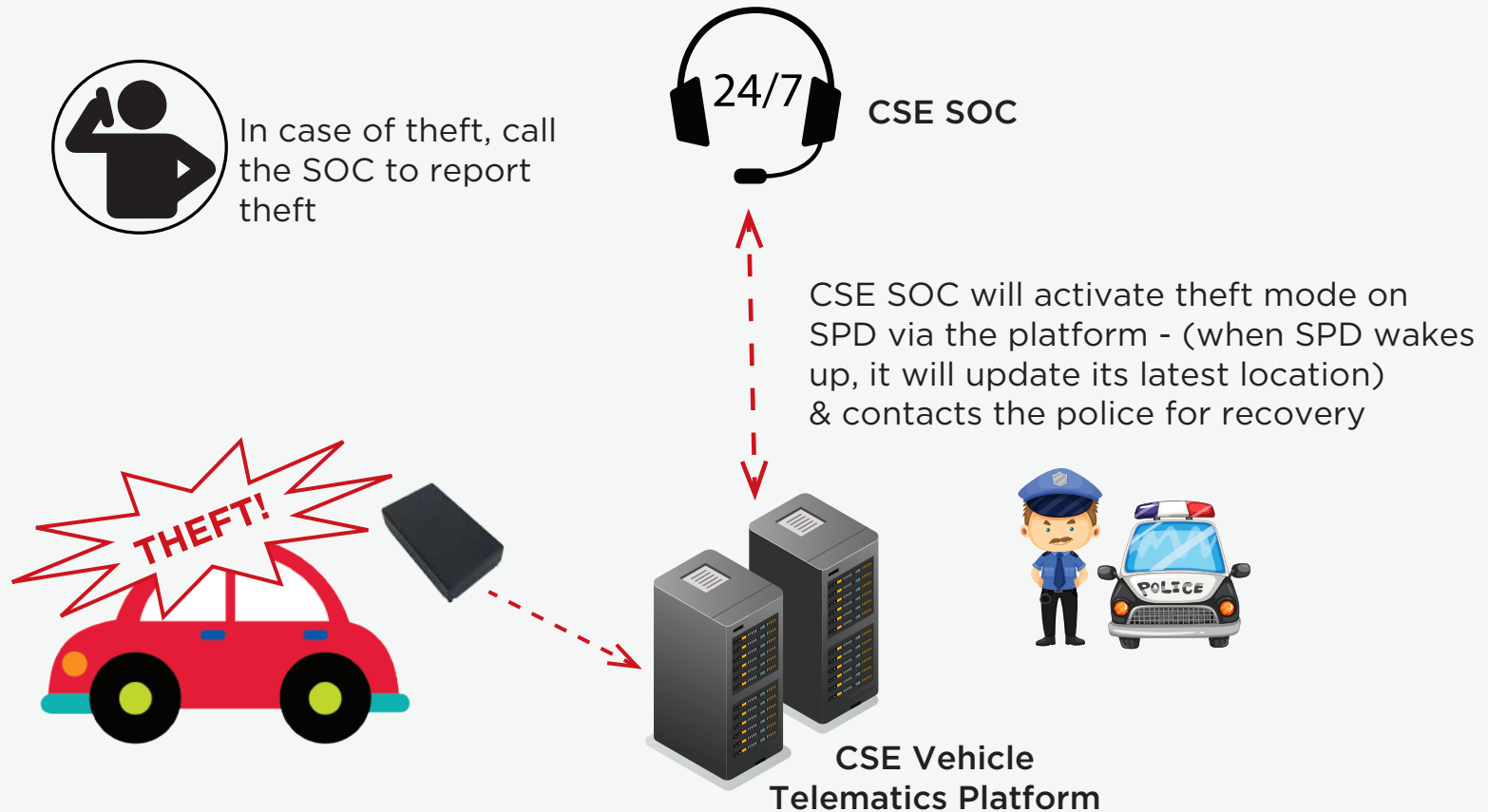
- ✓ **Device configuration** > SPD Wake up time configuration
- ✓ **Help** > Press to call for assistance & customer service (24/7 SOC)
- ✓ **Device health check update**
- ✓ **User profile** > Edit registered phone number, email, SMS
- ✓ **Vehicle tracking** > Track vehicle in real-time if activated (Battery life up to 2 weeks depending on battery condition)





Cobra Connex SPD | Remote security with self-powered device

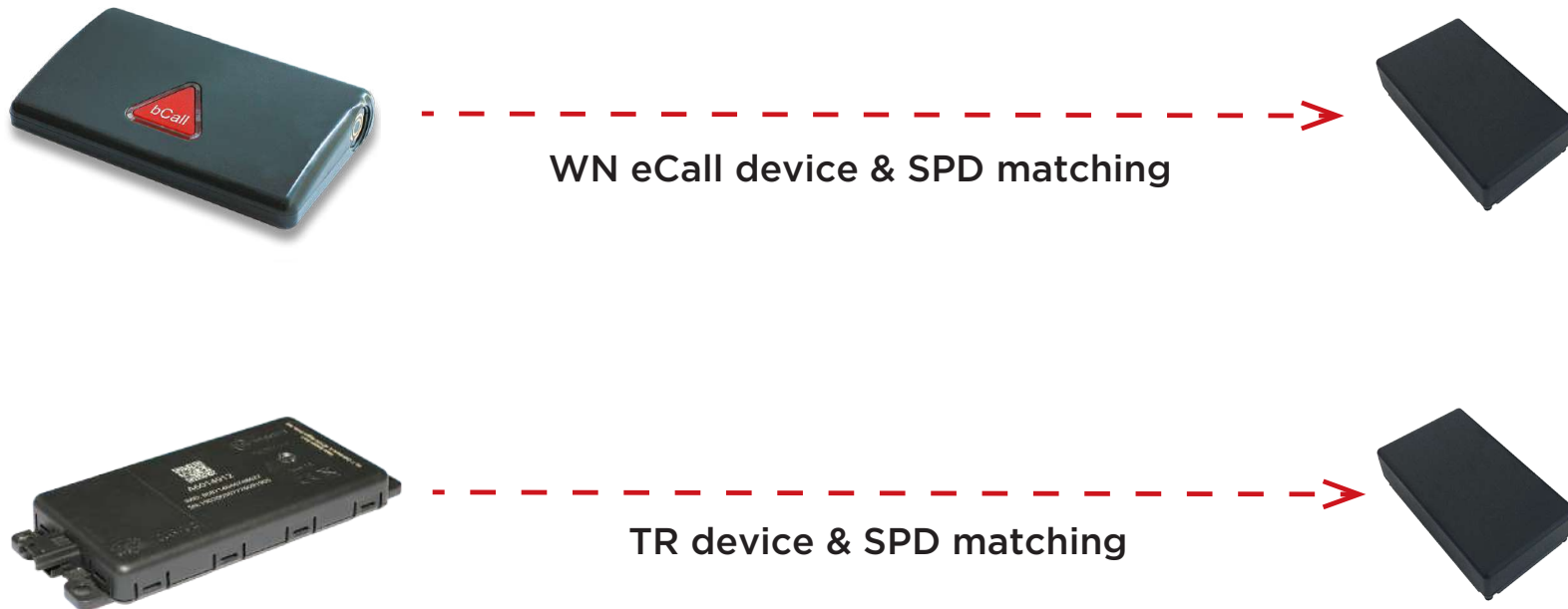
Stand-alone solution - Stolen vehicle recovery (SVR)





Cobra Connex SPD | Remote security with self-powered device

Back-up security solution with WN eCall device (WN+) or TR device (Secure)



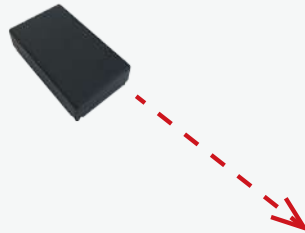


Cobra Connex SPD | Remote security with self-powered device

Back-up solution - SPD matching proactive theft management



If main device is sabotaged
SOC will call registered
number to verify theft



If theft is confirmed, SOC will
activate SVR on SPD via the platform
& contacts the police for recovery



CSE Vehicle
Telematics Platform



Cobra Connex TR

*Designed for Vehicle tracking and
Accident reconstruction*



Cobra Connex TR | Vehicle tracking with battery-fit or 3-wire device



Vehicle Tracking features

The T.342 device is designed for Vehicle Tracking features. It is equipped with 6 axis accelerometer and gyroscope for precise collision detection and reconstruction.



Battery-fit solution with 2-wire cable – No wiring with the vehicle

Together with CSE Telematics infrastructure, M2M SIM connectivity over multiple Telco network and CSE Secure Operations Centre, T.342 is the ideal product for Vehicle Tracking without any wiring connection with the vehicle if fitted on the battery. It can be fitted on the battery in any direction in the engine compartment.



Cabin-fit solution with 3-wire cable – (+15, +30, GND)

T.342 can be connected with a 3-wire cable for in-cabin fit to detect Ignition status.



M2M telco coverage

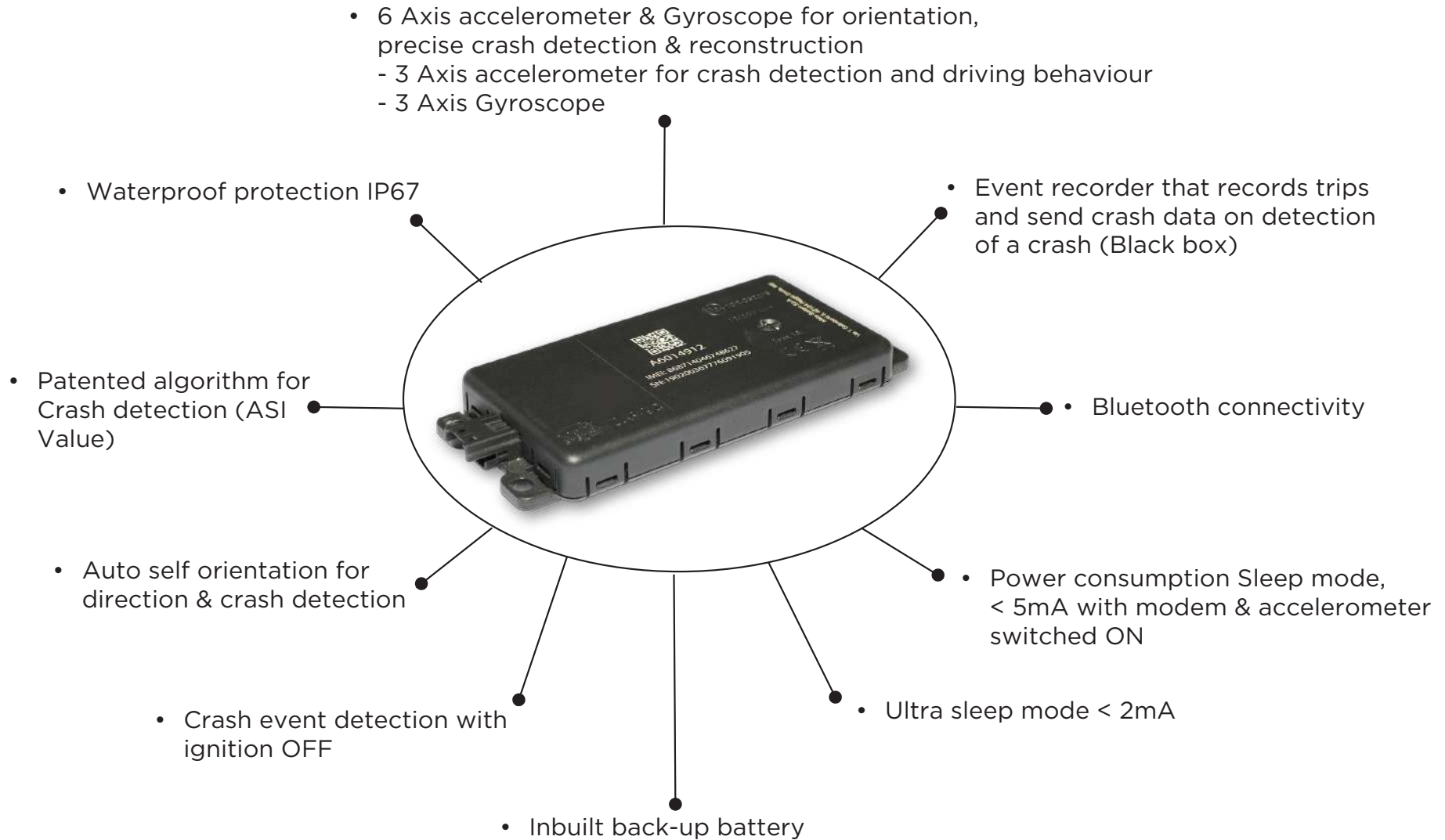
The device is inbuilt with a 1 telco SIM chip.



SIM CHIP
1 Telco SIM



Cobra Connex TR | Vehicle tracking with battery-fit or 3-wire device





Cobra Connex TR | Vehicle tracking with battery-fit or 3-wire device

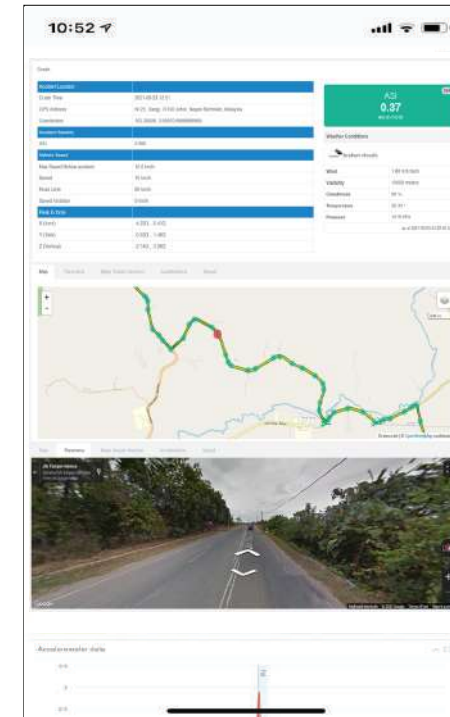
Accident reconstruction – to ascertain the cause of an accident. Use it to lodge police report and third party claim.

Accident Reconstruction

- ✓ Panoramic report 60s before and 10s after the crash
- ✓ Associated trip with full details
- ✓ Full details per second

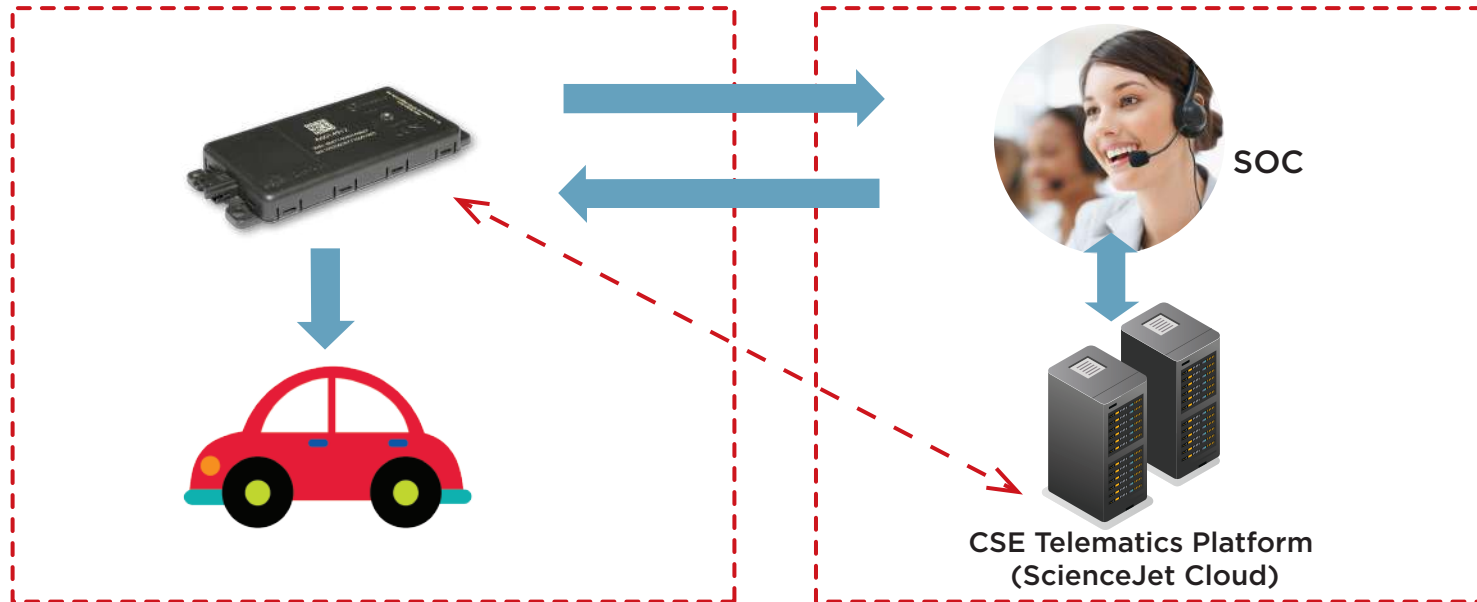
Crash reconstruction chart e.g. the speed was constant at 60km/hr and then saw danger, started braking, impact and then continue to brake to stop the vehicle.

ASI – Accelerated Severity Index - how serious is the crash & likely damage area of the vehicle (ASI > 1.0 = Serious)





Cobra Connex TR | Vehicle tracking with battery-fit or 3-wire device



Dealer installs the telematics device in the vehicle. (Battery-fit/3-wire cabin-fit)

Dealer activates the service.
Help-desk support by 24/7 SOC.

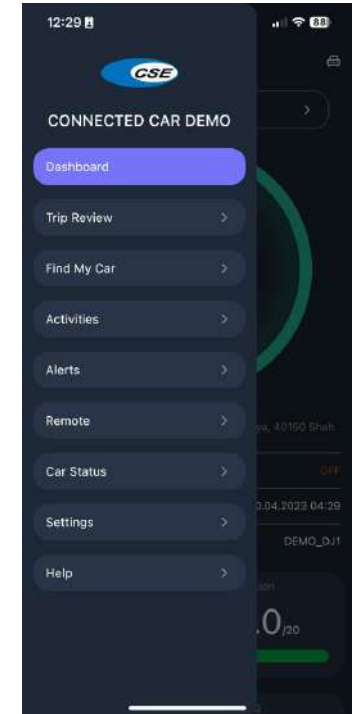


Cobra Connex TR | Vehicle tracking with battery-fit or 3-wire device

Mobile app & Web

Mobile App features

- ✓ **Secure mode** > Enable/disable Smart alarm. If car is driven or towed, alerts are sent. Push.
- ✓ **Geofence** > Set Zone in/out alert
- ✓ **Service** > Set service & maintenance due alert
- ✓ **Find my car** > Last parked location update
- ✓ **Car status** > Check if car is parked or driving
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- ✓ **Car status** > Ignition On/Off, device battery, vehicle battery
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- ✓ **Video Telematics** > Download and playback recorded videos/event from CSE DVR unit (if applicable)



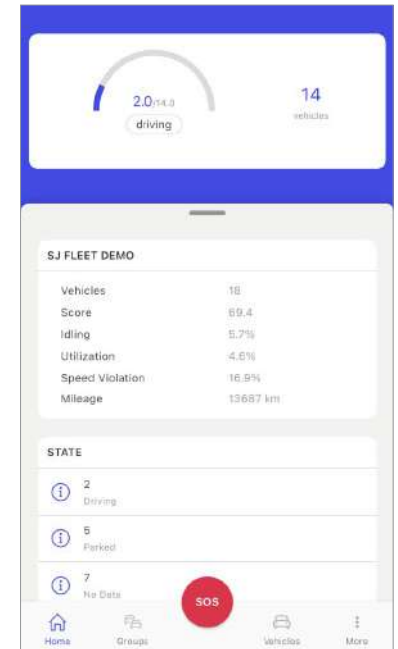
Web features

- ✓ **User profile** > Edit registered phone number, email, SMS
- ✓ **Geofence** > Set Zone in/out alerts (Multiple geofences)
- ✓ **Vehicle tracking** > Last parked location
- ✓ **Idling, Zone & Speed alerts** > Set speed, idling & zone alert

Cobra Connex TR | Option for Fleet Management (Web & App)

Fleet Management via Web & App

- ✓ **Online Monitoring** > Monitor fleets and respond to any event in real-time
- ✓ **Dynamic dashboard** > Customise the dashboard according to events & alerts e.g. Driver behaviour, Speeding, Idling, Geofence
- ✓ **Living area and heat map** > Check the areas where vehicles are mostly used
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- ✓ **Statistics** > Full Trip details and in charts and graphs
- ✓ **Service & maintenance portal** > Set service due reminder, insurance, road tax renewals
- ✓ **Extensive reports** > Generate custom reports from over 300 parameters & set scheduled reports as required





Cobra Connex | Choice of products

Cobra Connex WN - for eCall



- A windscreen eCall device with 3 telco roaming SIM - Celcom, Digi, Maxis + USB cable to charge battery

1. eCall Automatic collision response (5 star)
2. Mobile app & web with last parked location
3. VIP Assist
4. Parking protection
5. Stolen vehicle recovery (1 star)
6. Accident reconstruction (5 star)

Retail price with 3 years warranty:

RM890

Service fee

RM25/month RM300/year

Fleet management option - Service fee

RM25/month RM300/year

Cobra Connex SPD - for Anti-theft & SVR



- A self-powered anti-theft device with 3 telco roaming SIM - Celcom, Digi, Maxis - stand-alone device

1. Stolen Vehicle Recovery (4 star)

Retail price with 3 years warranty:

RM750

Service fee

RM15/month RM180/year

Cobra Connex TR - for Vehicle tracking



- 2-wire battery-fit or 3-wire cabin-fit device with 1 telco SIM

1. Crash detection and alert
2. Mobile app & web with real-time tracking
3. Stolen vehicle recovery (2 star)
4. Accident reconstruction (5 star)

Retail price with 3 years warranty:

RM650

Service fee

RM15/month RM180/year

Fleet management option - Service fee

RM25/month RM300/year

Cobra Connex WN+ - for eCall & SVR



- A windscreen eCall device with 3 telco roaming SIM - Celcom, Digi, Maxis + USB cable to charge battery
- A self-powered device with 3 telco roaming SIM - Celcom, Digi, Maxis - back-up device

1. eCall Automatic collision response (5 Star)
2. SVR (5 Star)
3. Mobile app & web with last parked location
4. VIP Assist
5. Parking protection
6. Proactive theft management & SVR (5 Star) with NCD Protection RM3k
7. Accident reconstruction (5 Star)

Retail price with 3 years warranty:

RM1,640

Service fee

RM30/month RM360/year

Fleet management option - Service fee

RM25/month RM300/year



Cobra Connex | Choice of products

Cobra Connex TR+ - for eCall & Vehicle tracking



- A windscreen eCall device with 3 telco roaming SIM - Celcom, Digi, Maxis + USB cable to charge battery
- 2-wire battery-fit or 3-wire cabin-fit device with 1 telco SIM

1. Crash detection and alert
2. eCall Automatic collision response (5 Star)
3. SVR (2 star)
4. Mobile app & web with Real-time tracking
5. VIP Assist
6. Parking protection
7. Accident reconstruction (5 Star)

Retail price with 3 years warranty:

RM1,540

Service fee

RM30/month RM360/year

Fleet management option - Service fee

RM25/month RM300/year

Cobra Connex Secure - for Tracking & SVR



- A self-powered device with 3 telco roaming SIM - Celcom, Digi, Maxis - back-up device
- 2-wire battery-fit or 3-wire cabin-fit device with 1 telco SIM

1. Crash detection and alert
2. SVR (5 star)
3. Mobile app & web with Real-time tracking
4. Proactive theft management & SVR (5 Star) with NCD protection RM3k
5. Accident reconstruction (5 Star)

Retail price with 3 years warranty:

RM1,400

Service fee

RM30/month RM360/year

Fleet management option - Service fee

RM25/month RM300/year

Cobra Connex Secure WN - for eCall, SVR & Tracking



- A windscreen eCall device with 3 telco roaming SIM - Celcom, Digi, Maxis + USB cable to charge battery
- 2-wire battery-fit or 3-wire cabin-fit device with 1 telco SIM
- A self-powered device with 3 telco roaming SIM - Celcom, Digi, Maxis - back-up device

1. Crash detection and alert
2. eCall Automatic collision response (5 Star)
3. SVR (5 star)
4. Mobile app & web with Real-time tracking
5. VIP Assist
6. Parking protection
7. Proactive theft management & SVR (5 Star) with NCD protection RM6k
8. Accident reconstruction (5 Star)

Retail price with 3 years warranty:

RM2,290

Service fee

RM35/month RM420/year

Fleet management option - Service fee

RM25/month RM300/year

All service fees are subject to 6% service tax



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Cobra Connex | Product comparison

| ITEM | DESCRIPTION | COBRA CONNEX | | | | | | |
|-------------|--|--------------|---------|----------|------------|---------|------------|------------|
| | | WN | SPD | TR | WN+ | TR+ | Secure | Secure WN |
| APPLICATION | SVR Stolen vehicle recovery | 1 Star | 4 Star | 2 Star | 5 Star | 2 Star | 5 Star | 5 Star |
| | eCall Automatic collision response | 5 Star | | 2 Star | 5 Star | 5 Star | 2 Star | 5 Star |
| | Vehicle Tracking & Connected Car | 2 Star | | 5 Star | 4 Star | 5 Star | 5 Star | 5 Star |
| PRODUCT | Self-powered device with 3 telco roaming SIM Celcom, Digi, Maxis – Stand-alone device | | x1 | | | | | |
| | Self-powered device with 3 telco roaming SIM Celcom, Digi, Maxis – Back-up device | | | | x1 | | x1 | x1 |
| | Windscreen eCall device with 3 telco roaming SIM Celcom, Digi, Maxis (eCall + Connected car) | x1 | | | x1 | | | |
| | Windscreen eCall device with 3 telco roaming SIM Celcom, Digi, Maxis (eCall only) | | | | | x1 | | x1 |
| | 2-wire battery-fit or 3-wire cabin fit with 1 telco SIM | | | x1 | | x1 | x1 | x1 |
| | USB Cable to charge Windscreen device battery | x1 | | | x1 | x1 | | x1 |
| | Mobile app and web | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| SERVICE | Crash detection and alert (Push, Email) | Yes | | Yes | Yes | Yes | Yes | Yes |
| | eCall Automatic collision response (Nationwide coverage with 3 telco roaming SIM) | Yes | | | Yes | Yes | | Yes |
| | Manual eCall – Emergency/Breakdown service | Yes | | | Yes | Yes | | Yes |
| | Parking protection (Nationwide coverage with 3 telco roaming SIM) | Yes | | | Yes | Yes | | Yes |
| | VIP Assist – Unlimited towing & repair on spot | Yes | | Coverbox | Yes | Yes | Coverbox | Yes |
| | SPD Matching proactive theft management with theft CG NCD Protection, RM | | | | Yes, 3,000 | | Yes, 3,000 | Yes, 6,000 |
| | SVR Stolen vehicle recovery | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| | Mobile app and web to configure SPD wake time | | Yes | | | | | |
| | Connected Car app and web | Yes | | Yes | Yes | Yes | Yes | Yes |
| | Fleet management via web and app | Op | | Op | Op | Op | Op | Op |
| PRICE | SRP with 3 years warranty, RM | 890 | 750 | 650 | 1,640 | 1,540 | 1,400 | 2,290 |
| | Service per month, year, RM | 25, 300 | 15, 180 | 15, 180 | 30, 360 | 30, 360 | 30, 360 | 35, 420 |
| | Fleet management option service fee per month, year, RM | 25, 300 | | 25, 300 | 25, 300 | 25, 300 | 25, 300 | 25, 300 |

