

## Inilex Seeking Up To \$5M For GPS Technology

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By Ty McMahan

Chandler, Ariz. -- With a versatile GPS product ready ship to new car dealers across the country, Inilex Inc. is talking to venture capital firms about a round of funding worth up to \$5 million.

Inilex Inc. has developed a GPS product that can help retrieve stolen vehicles, monitor teenage drivers and send vehicle maintenance updates via email. The product is scheduled to be available at 4,000 new car dealerships across the nation in the second quarter of this year.

To date, the company has raised \$800,000 from angel investors. Chief Executive Scott Ferguson said he hopes to have a funding agreement in place for a new round of capital in the next few months.

Inilex uses a GPS receiver that is tied to its own module. The products, ranging in price from \$599 to \$1,099, track vehicles and allow them to be monitored via a Web interface, Web-enabled phones or a voice recognition system. The system can be programmed to deliver specific information, such as if a car exceeds a certain speed or travels outside a certain boundary. The top tier system can perform tasks like remote start-up, unlocking doors and delivering diagnosed engine alert codes. Inilex charges a subscription for the service that ranges from \$7.99 to \$14.99 each month.

Ferguson said the company currently has 6,000 subscribers, a number Ferguson expects to increase rapidly as the product is rolled out to new dealers.

Ferguson said the company's customers outside the automotive industry include heat and air company Carrier Corp., which embeds the modules in thermostats so that utility companies can adjust the thermostat to reduce peak demand; home security company Brinks Inc., which uses the modules as a back-up to locate homes with alarm systems; and Rain Master Irrigation Systems Inc., which uses the modules to remotely adjust sprinklers.

Founded in 2003, Inilex is located in Chandler, Ariz.

<http://www.inilex.com>