



# EVERY JOURNEY CONNECTED.

Leading the way in smart antenna technology  
and integrated vehicle safety solutions.



[zetifi.com](http://zetifi.com)



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Our goal is simple. Fewer incidents, less disruption and more people home safe.

**Dan Winson**

CEO, Zetifi

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## Improving driver safety and connectivity.

Zetifi started in 2017 with a goal of improving connectivity for drivers in rural and remote areas. With two-thirds of Australia lacking reliable cellular coverage, we challenged ourselves to redefine what vehicle antennas can do.

With the support of thousands of customers, investors including Telstra, and more than \$15m in NSW and Commonwealth funding, we delivered a world-first Smart Antenna. This game-changing technology provided better cellular and two-way radio connectivity for farms, fleets, tradies, emergency services and off-road adventurers.

Now we're working hard to solve another major problem in Australia, vehicle safety. By integrating advanced electronics directly into the antenna itself, we're helping organisations provide safer working conditions and stay connected with their people, wherever they may be.

# OUR VALUES.

## WE ARE TRANSPARENT

We communicate openly. We say what we think in plain English. We listen.

## WE EVOLVE TO SCALE

We develop, iterate, remove steps, automate, make it better, repeatable and stable. We are always improving our products and service.

## WE OWN IT

We do what we say. We do everything we can to not let people down and if we fail, we make it right. Always.



## WE FOCUS

We are focused. We stick to the plan. We don't get distracted.

## WE ARE PROUD

We expect good news when people call because our products are high quality, we remove opportunities for failure and are proactive in solving problems.

# OUR CAPABILITIES.



Passive  
Antennas



Smart  
Antennas



Systems  
Integration

## UHF Antennas

Keeping our customers connected

Our UHF Antennas feature market-leading design, quality and performance to deliver clear, dependable communication in rural and remote areas. Designed, tested and manufactured in Australia, our antennas are delivered nationally via a dealer and installer network. They can be tuned for different bands and markets, and suit repeatable installs in fleet and trade channels.

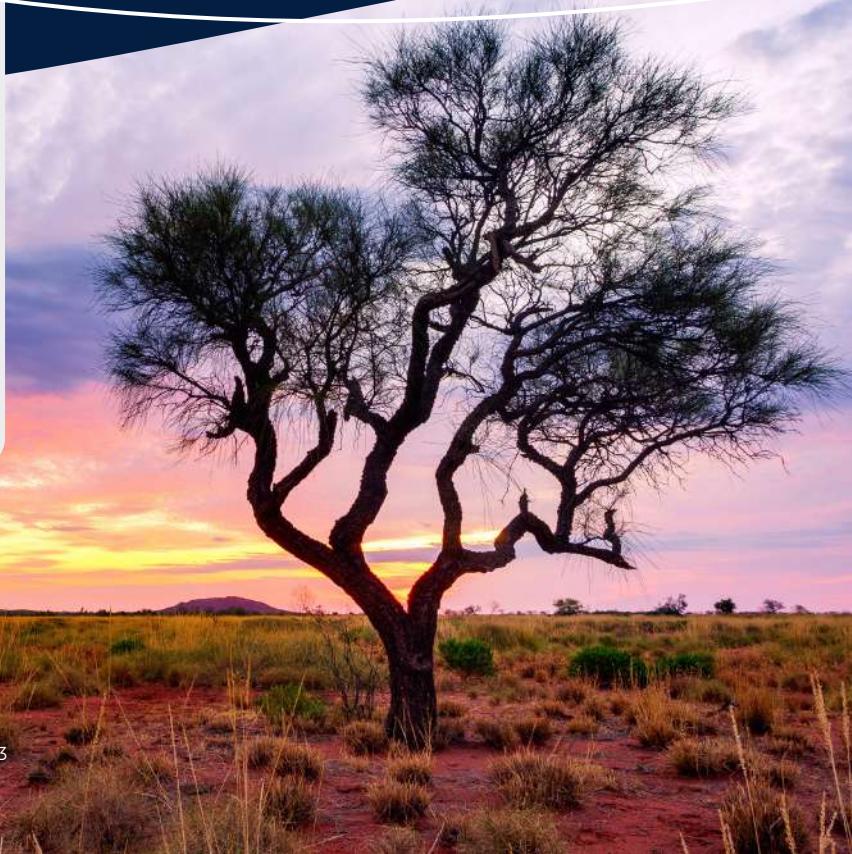
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MIB Projects works across the Pilbara where the environment demands equipment that is tough, dependable and easy to maintain. A solution backed by Zetifi and Icom gives us confidence that we can support our drivers and field teams wherever the job takes us.

**Cameron Bunker**

Managing Director, MIB Projects

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# OUR CAPABILITIES.



## Smart Antennas

Enhancing driver safety

We've redefined what antennas can do by integrating advanced electronics directly into the antenna itself. This allows antennas to sense their environment, deliver precise location awareness, and create intelligent connections between devices, systems and people.

Safe Work Australia data shows vehicles are involved in about 2/3 of worker fatalities. For most organisations, that makes the vehicle the biggest everyday risk. Our Smart Antennas turn everyday fleet activity into:

- alerts that drive action
- insights that build understanding
- evidence that supports governance and compliance.

# OUR CAPABILITIES.

## Systems Integration

Connecting devices and platforms

Our Smart Antennas integrate with some of the leading systems fleets use, including:

- **Nexivity** – Integrates with in-vehicle cellular booster systems to provide real-time location and network status information, enabling the booster to deliver signals in otherwise hard-to-reach places.
- **Icom** – Integrates with two-way radio systems to deliver industry-leading Workplace Health and Safety (WHS) solutions, including out-of-band duress alerts for lone workers.
- **Geotab** – Integrates into telematics workflows to deliver valuable insights on vehicle location and driver behaviours.
- **Microsoft** – Integrates with enterprise workflows via Microsoft Power Platform, streamlining the delivery of events into customer systems.

By combining advanced RF engineering with embedded systems and cloud integration, our Smart Antennas enable enhanced connectivity, real-time telemetry and seamless integration with enterprise systems. It's a powerful combination that reduces complexity and unlocks new opportunities to enhance worker safety.

# OUR PARTNERSHIPS.

We continue to collaborate with global partners to explore and develop new applications for the Smart Antenna platform across public safety, enterprise connectivity and regional mobility.

## Telstra

### Collaboration on coverage optimisation

Telstra and Zetifi are exploring opportunities to share network data to support improved mobile coverage and connectivity in remote and regional areas. This collaboration will enable Zetifi's Smart Antennas to make more intelligent real-time connectivity decisions and deliver enhanced performance for field-based users. Telstra's accelerator, muru-D, previously led Zetifi's \$12.25 million Series A funding round and continues to support Zetifi's commercial expansion.

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Zetifi's Smart Antenna platform represents the kind of innovative thinking needed to enhance connectivity for vehicles and field equipment. We're pleased to be working with Zetifi to explore how network data sharing can support smarter, safer, and more connected solutions.

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**Shailin Sehgal**

Global Head of Networks and Technology, Telstra

# OUR PARTNERSHIPS.



## Nextivity (USA)

Technology integration partner

Zetifi has partnered with Nextivity, the company behind the CEL-FI ROAM and CEL-FI GO cellular boosters, to enhance performance through deeper integration. By leveraging the Bluetooth interface in CEL-FI devices, Zetifi's Smart Antennas can provide real-time location and network status information to the booster. This added information enables smarter band selection and improved system optimisation, making it possible for the booster to deliver signals to otherwise hard-to-reach places.

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Zetifi has reimagined the antenna. By combining the intelligence in the CEL-FI booster with Zetifi's intelligent antenna design we can ensure coverage everywhere in Australia. The merged system works with both the terrestrial network as well as upcoming satellite services, utilising the latest technology to maximise effectiveness. We're proud to collaborate with Zetifi to offer this transformative solution worldwide.

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**Michiel Lotter**  
CEO, Nextivity

# OUR PARTNERSHIPS.

## Icom Inc

Enhanced safety for public and enterprise users

In collaboration with Icom, a global leader in radio communications, Zetifi's Smart Antennas will integrate deeply with mobile and fixed radio systems to deliver industry-leading Workplace Health and Safety (WHS) solutions. This integration includes GNSS-based location tracking, out-of-band duress alerts for lone workers, automated safety check-ins, and telemetry linked directly into enterprise management platforms such as Microsoft Power Platform.

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Our radios are trusted globally for their reliability in critical communications. Zetifi's Smart Antennas present an exciting opportunity to build on that foundation – adding location intelligence, real-time duress alerts, and advanced telemetry that could further improve safety and connectivity for emergency services, utilities, and field teams. This flexible Icom + Zetifi solution has significant potential across our land mobile, UHF CB, and marine product lines.

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**Aaron Camp**

Executive Officer, Icom Inc.



# OUR PARTNERSHIPS.



## Geotab

### Connected vehicle solutions

Zetifi has partnered with Geotab to deliver connected fleet safety insights to Australian businesses with a focus on providing clear, evidence-based visibility into driver behaviour. By combining Zetifi's connectivity expertise with Geotab's advanced telematics platform, businesses will gain access to practical driver safety insights including speed, braking, acceleration and cornering performance. These insights support safe driving assessments and deliver risk management recommendations that help protect drivers, businesses and directors through objective, defensible data in agriculture, mining, utilities, construction, government and transport.

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Zetifi brings two-way radio-based capabilities such as duress, lone worker check-ins and man-down into an organisation's existing telematics system and workflows. That approach can add safety capability without the unnecessary complexity of layering in separate duress-specific platforms, while still supporting data-backed decisions to reduce incidents and protect people and business.

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**David Brown**

Associate Vice President APAC, Geotab

# CASE STUDIES.



## Duress and lone workers

Zetifi partnered with Telstra on an enterprise fleet safety pilot focused on duress and check-ins for lone workers in remote areas. When a worker triggers duress or check-in on their handheld device, the alert is delivered directly into enterprise workflows for increased responsiveness, while an audit trail is captured for incident review and evidence.

## Heads-up alert for field crews

Zetifi partnered with a private road safety and traffic management contractor to pilot a heads-up alert that notifies crews when vehicles approach over a speed threshold. Delivering real-time alerts through radios that are already daily use, worker safety is increased without requiring additional screens or complex cabling.

