

***Press Release***  
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**GEM Increases Efficiency at the Napoleon Avenue  
Container Terminal**

*Port of New Orleans Trial a Success*

**NEW ORLEANS, LA, January 15, 2004:** The Napoleon Avenue Container Terminal in New Orleans has installed a new gate entry management system (Napoleon-GEM) that has markedly improved terminal efficiency and smoothed traffic and container flow. Since the trial began on November 10, 2003, the system has remained fully operational and the terminal has been processing more than 900 transactions per day with quicker truck turnaround and few errors with 75% less yard space.

The result of teamwork between P&O Ports, Ceres Gulf, and NC Cuthbert, Napoleon-GEM is a web-based application that integrates P&O's and Ceres's two different terminal management systems with those used to operate the devices installed at the gate and in the container terminal. These devices include TransCore transponder tag readers, optical character recognition cameras, and ticket printers installed in the Terminal gate's entrance and exit lanes.

To gain entry to the new terminal, each truck is fitted with a transponder tag that is read at various points along the truck way that leads to the terminal, at the gate, and in

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the terminal. These RFID tags provide the terminal management systems with information about the truck (such as its vehicle identification number and license plate), the company it is working for, and what it will be doing at the terminal. Truck company dispatchers use the web to schedule truck visits. As soon as a truck arrives, it is told where to go and what to do by a combination of AM radio broadcasts, messages to the driver's cell phone, wall-mounted video displays, and printed tickets. The result is the elimination of lengthy waits at the gate.

The New Orleans trucking companies have reacted favorably to the new system. "Since GEM was installed in November, my trucks have been able to process 20 more transactions than they used to," claims the manager of one New Orleans trucking company. "The system is a dream," says a dispatcher from another local truck line.

With input from P&O and design concepts from software company Telaterra, Cuthbert and Trans-i, a web development company, built Napoleon-GEM after gathering information from the New Orleans trucking community. "The design team created Napoleon-GEM first and foremost with truckers in mind," said Robert Hadow, Senior Partner of Cuthbert.

When asked how the move of the Port of New Orleans France Road Terminal has impacted system performance, Hadow says, "Container volume has more than doubled, but users report that the system's operation has not been affected. Napoleon-GEM was designed to handle large numbers of transactions steadily and accurately."

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### *About NC Cuthbert, LLC*

NC Cuthbert, LLC, is a consulting company based in New Jersey that offers strategic planning, company valuation, process improvement, and international marketing with an emphasis on software application. More information can be found on the company's web site: <http://www.nccuthbert.com>.

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