



AI-Link

IMAGE SOURCE: Sinoboom

Sinoboom Reveals Upgraded Intelligent Telematics Platform

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- Sinoboom introduces AI-Link, an upgraded telematics platform offering deeper OEM-level machine data for enhanced fleet and asset management.
- AI-Link features comprehensive data capture, industrial-grade connectivity, remote firmware updates, security controls, open API integration, and AI-driven maintenance insights.
- The platform enables proactive monitoring of machine condition, productivity, utilization, and downtime, supporting efficient fleet allocation and operational decisions.
- AI-Link has been deployed on over 100,000 machines worldwide, receiving positive feedback, but is not yet configured for North American and European markets.

Sinoboom has upgraded its telematics offering with AI-Link, a digital platform designed to provide deeper insight thanks to OEM-level machine data, and to support fleet and asset management throughout the equipment lifecycle.

Building on Sinoboom's existing i-Link telematics platform, AI-Link leverages the advantages of manufacturer-specific diagnostic signals and parameters to deliver increased knowledge and understanding of individual machines' condition, maintenance and utilization, while connecting equipment data with digital service and operational workflows.

By connecting data from machine controllers and key components with platform-based services, AI-Link enables equipment to be monitored, diagnosed and remotely updated. It also provides data on machine productivity, utilization and downtime, giving fleet managers additional information to support maintenance, fleet allocation and operational decisions. AI-Link can be deployed as a stand-alone telematics platform, or as a value-added source of deeper-level information alongside existing systems such as Trackunit, allowing for streamlined and proactive, rather than reactive, fleet management.

AI-Link integrates IoT, big data and AI across six key capabilities:

- **Comprehensive data acquisition:** More complete OEM machine data is captured to support diagnostics and condition monitoring.
- **Reliable connectivity:** Industrial-grade e-SIM technology provides connectivity across multiple regions.
- **Remote updates:** FOTA enables remote firmware updates, while DOTA supports advanced remote diagnostics.
- **Safeguarding assurance:** Identity authentication, role-based permissions and audit trails help secure equipment asset and ensure controlled machine access and operation.
- **Open integration:** An open API enables integration with customers' existing business systems and telematics solutions.
- **AI-powered insights:** Troubleshooting analysis converts machine data into recommended actions to support service and maintenance operations.

For fleet managers, data from components such as engines, batteries and controllers can provide earlier visibility of potential anomalies and support fault assessment. Remote diagnostics and FOTA can also help

resolve certain issues or update firmware without a site visit, where applicable.

Beyond basic telematics functions such as machine location and operating status, AI-Link provides data on machine productivity and utilization rates and can flag issues such as unplanned downtime, supporting fleet allocation, dispatch and operational analysis.

Ben Xie, Head of the Sinoboom Intelligent Research Institute and Global CIO, said: "AI-Link has already been rolled out to over 100,000 machines globally, with overwhelmingly positive feedback received so far. Our customers appreciate the range of available functions on top of location tracking – operation is safer thanks to the higher security measures, and fleet management is more efficient and simple."

Currently, products sold in North America and Europe are not yet configured with AI-Link, in line with the specific requirements and market needs of these regions.

Source: Sinoboom