



CAVU Companies and Primedia's Automobile Red Book Launch ezAutoVal

PDA and PC based system helps buyers scan VIN barcodes, determine automobile valuations and perform inventory management

Utica, NY ([PRWEB](#)) May 26, 2005 -- CAVU Companies and PRIMEDIA's Automobile Red Book, (Overland Park, KS) announce the release of ezAutoVal, a Palm Pilot/ Pocket PC based system that allows auto dealerships to value and track more vehicles, more accurately and in less time than ever before.

Valuations are determined through the Automobile Red Book's enhanced VIN number lookup protocol or by using the Make/Model drill-down menus. CAVU has developed an enhanced "through-the-windshield" scanner that attaches to the PDA for reading VIN barcodes.

Jim Deuvall, President of CAVU Companies, said, "Unlike standard barcode readers, this specialized scanner is designed to read VIN barcodes directly through windshields in bright sunshine or reduced light conditions, an important feature when outside at auction sites or dealer yards."

Using this device, a dealer can quickly and accurately evaluate and save multiple vehicle lookups. Dealers find this feature invaluable for quickly managing inventories and determining trade-in, finance and retail values that reflect geographic region, physical condition, actual mileage and equipment options. The resulting valuations also list engine size and type, as well as other specifics as determined by the VIN number. Valuations are saved and sorted by auction-style lane/sequence numbers and are grouped by date. The dealer can also attach a "high bid" price to the automobile thus becoming a timesaving tool during auctions.

Inventory management, performed on the desktop PC, allows a quick comparison between scanned vehicles and unsold vehicle history databases to render an "absent car" list. Date-In and "days in inventory" values are listed. Printed reports of vehicles "On Lot" and "Absent" can be obtained.

Dealers select either the current models database, containing the last 9 years, for \$200 per year, or the expanded, older vehicle database, containing the last 20 years, for \$350 per year. No other signup charges, subscriptions or memberships are required.

The annual subscription includes the PDA database, which is updated every few weeks on the CAVU website, and a PC-based program that transforms the saved Palm valuations into printed reports. The reports are customizable and include Buyer Guide, For Sale and summary formats. Subscribers are notified by email of new database updates. Barcode scanners are optional and available for a host of different Palm and PocketPC devices.

Images of the various screens and more descriptive information can be found on the CAVU website at www.CAVUcompanies.com or by calling 800-464-3375 (315-732-9884 international).

About CAVU Companies

CAVU Companies has created numerous computer applications for the aerospace and other specialized industries since its inception in 1984. Visit us online at www.CAVUcompanies.com

About PRIMEDIA



PRIMEDIA is the leading targeted media company in the United States. With 2003 revenues from continuing businesses of \$1.3 billion, our properties deliver content via print as well as the Internet, live events and video and offer highly effective advertising and marketing solutions in some of the most sought after niche markets. PRIMEDIA Enthusiast Media includes more than 120 consumer magazines, their Web sites and About.com, and is the #1 special interest magazine publisher in the U.S. with well-known brands such as Motor Trend, Automobile, Creating Keepsakes, In-Fisherman, Power & Motoryacht, Hot Rod, Snowboarder, Stereophile and Surfer. PRIMEDIA Consumer Guides is the #1 publisher and distributor of free consumer guides, with Apartment Guide, Auto Guide and New Homes Guide. PRIMEDIA Business Information has leading positions in 20 market sectors such as Agribusiness, Communications, Entertainment, Marketing and Transportation. PRIMEDIA Education and Training includes Channel One and other educational and training products. PRIMEDIA's stock symbol is NYSE: PRM. Visit us online at www.primedia.com

Editors note: Images in different formats may be obtained by emailing jim.deuvall@cavucompanies.com with your specific requirements.

Contact:

Name, Title: Jim Deuvall, President

Phone: 1-800-464-3375

###

**Contact Information**

Jim Deuvall

CAVUCOMPANIES

<http://www.CAVUcompanies.com>

800-464-3375

Online Web 2.0 Version

You can read the online version of this press release [here](#).