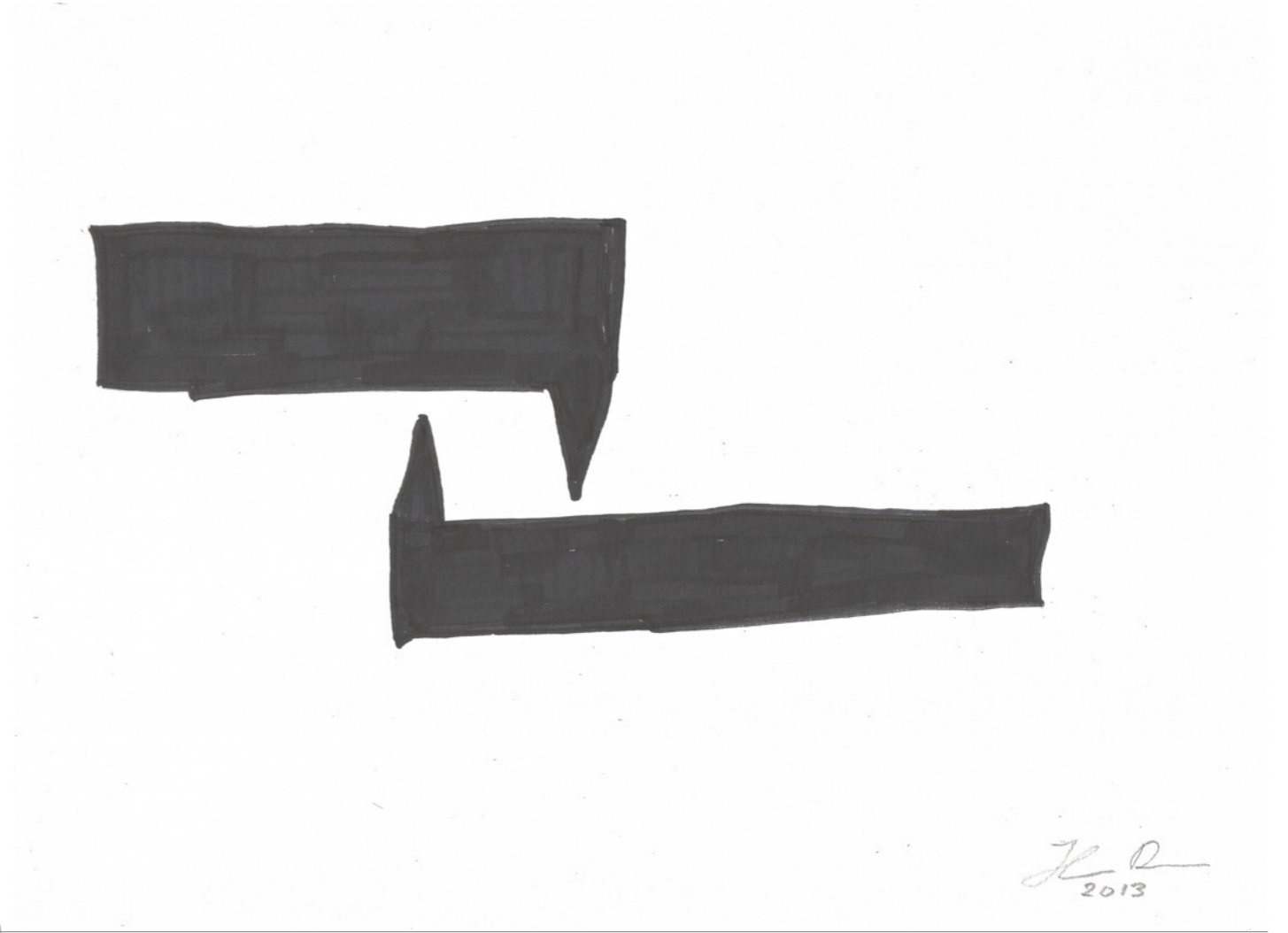


ect

enhancing  
the meaning of place  
and  
the value of now

decoupling of object and content  
for a logistic miracle

the value of  
now meeting the future  
place meeting the destination



past

origin

*route*  
*mode*

now

position + context  
place

*route*  
*mode*

future

destination

about the container

**adding**

the content to the equation

extend the rich dataset

create new opportunities

**new dimension**

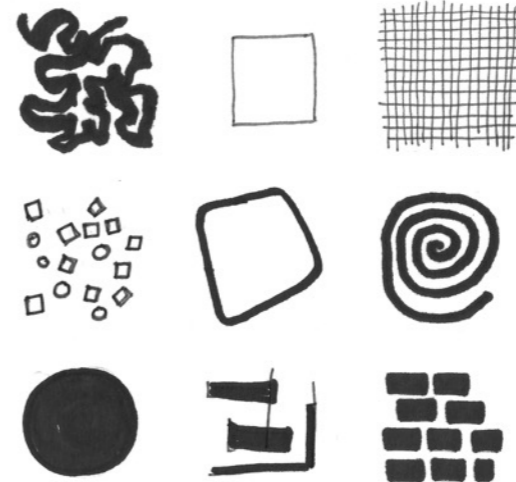
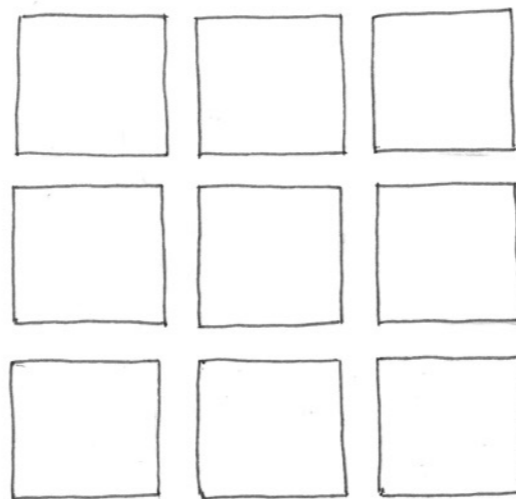
an insight in the true value  
of being at the destination at a  
certain time

**new options**

the value of new trade-offs  
that come into play

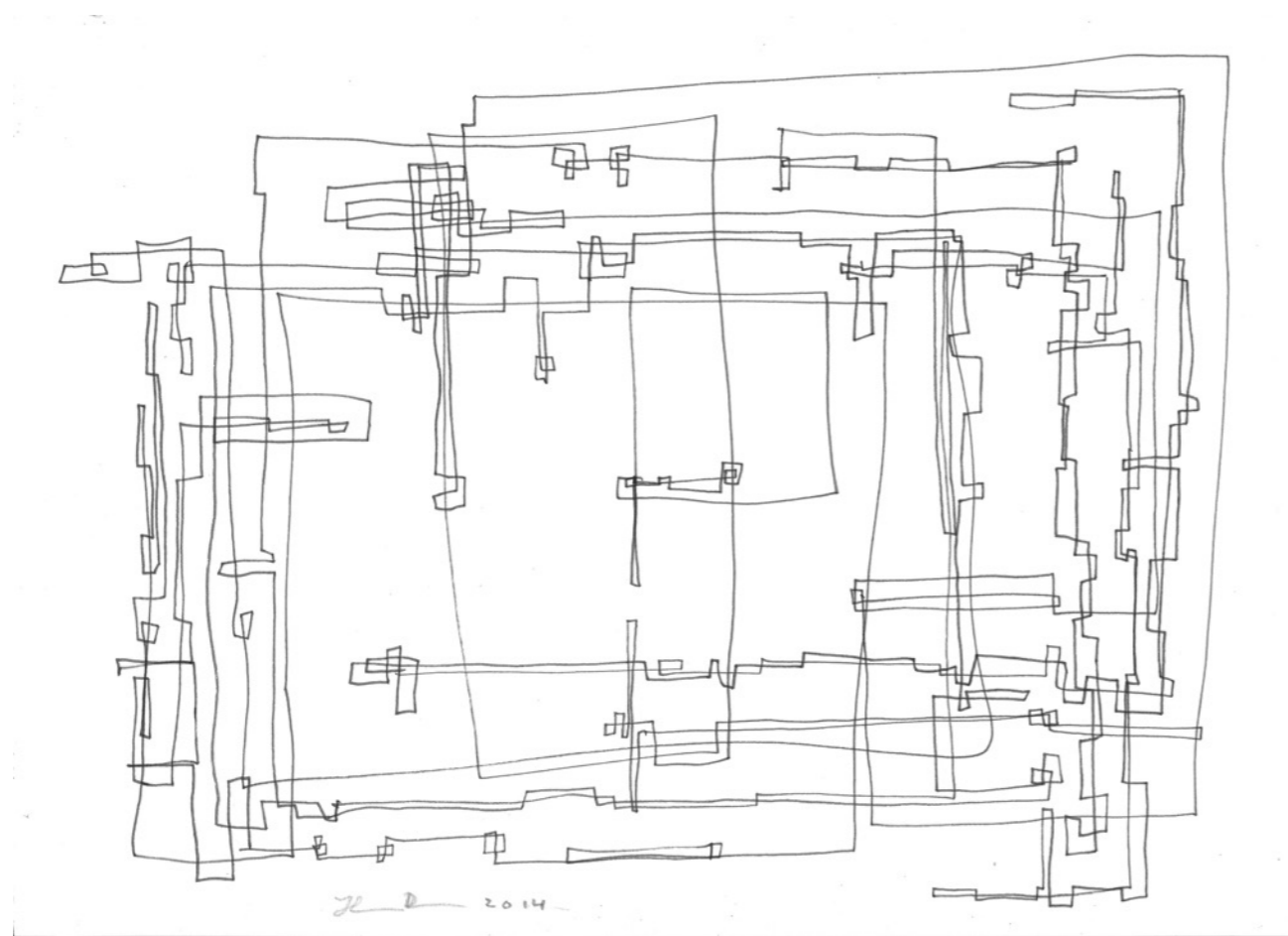
**new solutions**

a pull for new logistical  
proceses and services



**a new information space**

for meaning and action  
in the chain and beyond



**shipping lines**

enhanced end-to-end offering

**recipients**

new choices for place and time

**originators**

better meeting demand

**transport partners**

improved utilisation of assets

**third party service providers**

new applications of information

**ect**

a stronger base for meaningful  
client relationships  
new solutions and services

**hph**

reinforce innovative positioning  
spin-off for the global network