

## **SatNav launches SatTracx Locator for your children**

***Unique software on your phone to know location of children, lost mobiles, your employees or assets***

SatNav Technologies, the pioneers in GPS Navigation in India since 2005 and market leader in 2010, launched SatTracx Locator, an innovative mobile phone application based on GPS tracking technology. SatTracx Locator will assist application users to ensure safety of their children by helping them know the location of children anywhere in the world, without the need to purchase an additional device.

If you are worried about where your child is, SatTracx Locator installed on your child's phone locates your child and sends the exact location, even the lat/long for GPS phones to you. Family members can keep a track of each other's location without disturbing the mobile user offering a huge sense of security, safety and peace of mind to all. After a successful round of beta testing during which thousands of users across the country vouched for the service, SatTracx is now ready to make the lives of Indian citizens stress free. Families can know the location of their loved ones at all times. Parents can rest at ease instead of wondering about the whereabouts of their teenagers.

Business men can keep an eye on their field force and assets using the SatTracx Locator. This small application when downloaded on to a smart phone will send out signals to a computer at a dedicated call center run by SatNav Technologies. To locate this mobile, friends & family will have to contact the call center which will provide the caller with coordinates of the one who needs to be located.

The privacy of the individual is safeguarded with the provision of a password that is only supplied to the mobile which needs to be tracked. Another exciting feature is that Mobile phone users will no longer have to worry about losing their handsets. The same smart application can be used to trace a lost mobile phone at any given time. They will now be able to locate their lost handsets within seconds even if the SIM card is changed.

The best part is that the SatTracx application can be downloaded for FREE from [www.sattractx.in](http://www.sattractx.in). Once the application is downloaded on the mobile phone, and the registration process is complete, a password is sent to the phone. This password should be shared only with the people who are allowed to know the location of the mobile phone user. SatTracx Locator guarantees privacy by ensuring that the location is disclosed only when the caller provides this password.

To know the location, users of Airtel, Reliance and Docomo can dial their short codes directly, or user has to buy talk time at [www.satguide.in](http://www.satguide.in) and call the SatNav call center Toll free at 1800-103-5656. A live agent will check the password and then send by SMS as well as email the location coordinates of the person / mobile device up to an accuracy of 1 kilometer, and 5 to 10 meters if the mobile device has GPS inbuilt. The caller can buy talk time for the customer care center at Rs 600 for a period of 6 months and worth 90 minutes of talk time with an additional 15 minutes FREE! For a year for Rs1200 and 180 minutes of talk time with an additional 30 minutes FREE!

The Call Center operates from 6:30 am to 11:30 pm through the week. The service can also be availed by internet access as well as an SMS based service! Talk about convenience! As an inaugural offer, users will get unlimited FREE locations until 31st March, 2010.

Amit Prasad, CEO, SatNav Technologies, said, "SatTracx comes as a boon in today's fast paced world, where people are constantly worried about their children, friends, employees and relatives. Our research has proved that there are many obstacles that people face in their daily lives in reaching out to others, there are huge problems of disconnect, misdirection, logistics, loss and pilferage too. I predict that SatTracx Locator services will go a long way in improving efficiency, safety and security in the country."

**URL:** <http://www.indiaonline.com/Markets/News/SatNav-launches-SatTracx-Locator-for-your-children/4787241228>