



# Satellite navigation in your hand

Security device will give peace of mind to mobile phone users, reports Mark Twomey

**A** NEW personal security service from Top Security is aiming to extend the function of a mobile phone to a security device.

TopLocate provides a panic alarm feature and a location tracking capability on a mobile handset, both of which can be used in an emergency. The company say the service will bring peace of mind and security to over four million Irish phone users.

According to Mark Gleeson, general manager, Top Security, the decision to develop the service was 'pretty organic' on the back of the company's decades of experience in the business. "A number of clients had asked about security services for personnel who worked in isolation, or those that may be in possession of valuable or sensitive company information.

"There has been a rise in so-called tiger kidnappings over the last year and this was of concern to financial institutions primarily, so we began to develop the core idea of the project over 12 months ago and brought in a communications consultant to help with the development of the idea."

TopLocate is aimed at late night revellers, people who travel late at night, as well as parents, the elderly, lone and shift workers, and outdoor sports enthusiasts. Using a combination of mobile, landline and web technology the service caters for three different scenarios — where people don't show up, are under threat, or where something is seriously wrong. The service requires no technical expertise and can be activated in any

situation and location.

Tom Cleary, communications consultant, has been working on the project for the last 12 months, he looked at similar models for the service around the world in the development, "We have had quite a lot of research and looked at similar services in Japan, the US and Britain, but because of differing technologies employed we devised our own system which we have had on trial for the last number of months, and because the all of the technologies are proven — landlines, mobile, GPS and the web — we've haven't encountered and problems with the implementation."

One aspect of the service is a panic alarm which can be triggered by discreetly pushing just one button on a mobile phone should the phone user ever encounter difficulty. An alert then goes to the subscriber's chosen contacts who can then listen to the situation through a recording and track their exact position.

Mark Gleeson is confident of the future success of the service. The company have set up a specialist division which currently employs four people at its Dublin headquarters, and feels that demand for the service will further swell the numbers employed. "We have had an incredible response to the service so far, with the website [www.toplocate.ie](http://www.toplocate.ie) receiving a phenomenal number of hits, and we expect to have rolled out the service to thousands of clients within a matter of months," says Gleeson.

Emmet O'Rafferty, chairman, Top Security said: "Personal safety is a major concern for Irish people. With crime on the streets rising, and over 2,000 people reported missing to the Gardaí every year, we recog-

nised the need for an easily accessible service that addressed people's safety concerns.

"With more phones than people in Ireland, statistically everyone has at least one mobile phone, which makes it the perfect personal security tool. Our service lets people know that things are not as they should be, whether it's children not arriving home when they should, people not feeling well, or people finding themselves in vulnerable or threatening situations."

## FactFile

### The handset

The Twig Discovery handset is a phone — and much more. It is the first personal navigation device on the market to combine GSM mobile telephony with GPS navigation capability, meaning it combines the utility of in-car GPS voice guidance systems with the familiar format of a mobile phone.

Some of the specific services offered include:

- **TopLocate Tracker** — an easy way to allow trusted friends to locate you in case of accident or emergency. Simply using an incident code to request a position from [www.toplocate.ie](http://www.toplocate.ie) enables friends and family to pinpoint your exact whereabouts.

- **Route** — Whether you're walking or driving, the phone uses clear, detailed mapping of street or road networks, and navigates you the optimum route from where you are to where you want to go.

- **Alert** — If you're lost or have a problem, the alert button on your Twig handset can be programmed to immediately notify your colleagues and begin to record the ambient sounds of your distressful situation. TopLocate will then replay the recording to your colleagues who can in turn locate your exact position.

It is available from [www.toplocate.ie](http://www.toplocate.ie) for €400 plus VAT.



## FactFile

### What's on offer

TopLocate offers the following three services, each using a combination of phone technology, email and GPS tracking and mapping software:

#### TopLocate Mobile SOS

is available as an add-on to your existing mobile phone and increases its function as a panic and time-based alarm. Two pre-designated people are alerted if the mobile user does not arrive at a destination at a pre-determined time. Furthermore, by pushing a speed dial button on their phone, users can discreetly raise an alarm if confronted with a threatening situation. The service works across all networks and on all mobile phones. €80 +VAT

#### TopLocate Mobile Tracker

enables a GPS mobile phone to be used as a panic alarm, tracking and navigation device. As with Mobile SOS a button can be used as a panic alarm and an alert can be issued to two designated people to inform them of the user's plight. Additionally, the location of the phone can be accurately pinpointed on the TopLocate web-based mapping service. €195 +VAT.

#### TopLocate Home Safe

targets families and uses the home landline as a personal alarm service. Once set up, children are required to dial a code into the landline phone when they arrive home. If the child does not arrive home on or before the appointed time and a code isn't recorded, an SMS and email is automatically sent to the parents who can then take it a step further. €50 +VAT

Services range in cost from €50 — €195 (plus VAT) per annum and more information can be found on the TopLocate website [www.toplocate.ie](http://www.toplocate.ie) or accessed through the Top Security website, [www.topsecurity.ie](http://www.topsecurity.ie)



Model Glenda Gilson launching the TopLocate service.