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TRACPLUS GLOBAL FRONT AND CENTRE IN MID TASMAN DRAMA

DUNEDIN, NEW ZEALAND, 24 February 2010 – When Trans Tasman rower Shaun Quincey was hit by a rogue wave five hundred miles from land, he faced a dilemma: to activate his emergency locator beacon and trigger a multinational rescue effort that would end his world record attempt, or to do nothing and risk an already dangerous situation becoming much worse.

Fortunately, Shaun had planned for this scenario. His vessel, the Tasman Trespasser, was fitted with a TracPlus tracking terminal, and he was able to activate a distress switch that immediately alerted his support crew to his plight. Within one minute, TracPlus 24/7 distress monitoring staff were communicating with his support crew and providing crucial information to the Rescue Coordination Centre of New Zealand in Wellington.

Expedition Manager Patrick Brothers said “It was a conscious, deliberate decision by Shaun to use TracPlus to let us know that he was in a very serious situation that needed attention, but that he did not yet consider to be a full scale emergency. Almost immediately, everyone who needed to know that there was a problem were able to begin coordinating an appropriate response. TracPlus allowed us to quickly understand and respond to Shaun’s situation without triggering the full search and rescue response that an ELT or EPIRB activation requires. The system worked flawlessly”.

Stuart Campbell, CEO of TracPlus Global said “We have developed and proven our product and emergency escalation processes in close consultation with industry and rescue authorities around the world, and this outcome continues to demonstrate beyond doubt that live tracking systems are an essential complement to 406 ELTs and EPIRBs.”

“In this particular situation, TracPlus delivered a better result than an ELT, as no ELT satellite coverage was available for a further twenty minutes, and his choice of TracPlus delivered a clear and immediate message as to the nature of his plight.” said Campbell. “It also meant that national SAR resources could be more effectively applied as the situation demanded”.

Following discussions with his support team and RCCNZ by satphone Shaun has determined that he can continue his attempt to cross the Tasman by rowboat, despite “the biggest fright of (his) life”.

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About TracPlus Global Limited

TracPlus Global Ltd is a next generation Tracking Service Provider, delivering seamless, reliable, and secure real time global tracking, sensor monitoring and data analysis services to private, business, military, and government organizations worldwide, using guaranteed mission critical hosting infrastructure.

The TracPlus product and service occupies a unique position in the global telemetry market. In a global market where new tracking hardware is announced daily, TracPlus is the only tracking service designed to work with any OEM tracking terminal, across any satellite or cellular network, and deliver data to a wide variety of client applications including third party command and control systems.

TracPlus also sets a new standard in operator and agency interoperability, allowing users to easily and securely share data with each other. This enables emergency response and rescue coordination agencies to visualize time critical tracking data in the systems of their choice, regardless of the source of that data.

TracPlus Global won the International Technium Challenge in 2008 and was chosen as the Gen-I Startup Exporter of the Year in August 2008. In September, TracPlus Global won the TUANZ Initiative of the Year, and was chosen as the Overall Winner of the TUANZ Innovation of the Year 2008. In 2009, TracPlus Global was awarded the Runner-Up for the "Most Innovative Security Products & Services: Communications, Disaster Preparedness and Maritime" at the 6th Annual Security Summit held in San Diego, held by The Security Network.

For more information, visit www.tracplus.com