



# TracPlus

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12.08.2009 – FOR IMMEDIATE RELEASE

## **TRACPLUS GLOBAL LAUNCHES TRACWATCH WORLDWIDE**

DUNEDIN, NEW ZEALAND, 2 August 2009 – New Zealand-based global tracking service provider TracPlus Global Ltd has announced the worldwide release of the newest version of TracWatch, the company's active monitoring service for vessels, aircraft and personnel tracked by the company.

TracPlus Global developed TracWatch as an essential complement to traditional Emergency Locator Transmitters (ELT's), which need to survive an accident in order to activate and alert rescue authorities.

With TracWatch, aircraft, vessels and personnel are monitored continuously from a secure data centre via a global satellite network. As soon as communications are lost, an alert message is automatically sent to nominated cell phones and pagers, and then escalated to authorities.

While the service has been available to corporate customers since early 2008, key new features mean that the optional enhanced service can now be offered to TracPlus customers worldwide for a low monthly fee.

Paul Rogerson, Director of Australian aircraft operator Thompson Aviation was quick to see both the safety and commercial benefits of the system. "TracWatch's ability to alert us of any issues gives us the freedom and confidence to go about our daily work knowing that we will automatically be kept updated."

Chris Hinch, Founder of TracPlus Global, points to the company's history of award winning innovation, citing the companies "clean sweep" in the 2008 TUANZ Innovation awards.

"With TracWatch, we are continuing to raise the standard of care for our customers. Unlike other services which require a break in the transmission of position reports to activate, TracWatch can detect emergency situations where personnel require assistance but the satellite tracking equipment continues to send reports. Less capable services do not identify these real world situations, and cannot be relied on to activate."

The TracWatch service is supported by Rescue Coordination Centre of New Zealand.

**ENDS**

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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 has delivered mission critical tracking and messaging services to customers around the world since the product was officially launched in August 2007. The product was developed in conjunction with New Zealand rescue operators and authorities and was exhaustively tested between 2005 and 2007.

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.

For more information, visit [www.tracplus.com](http://www.tracplus.com)