



10.00am 6 January 2009

Lok8u launches Nu-M8 at International CES, Las Vegas, 2009

Stand no: North Hall 5520, LVCC

Nu-M8, a new best friend for parents and children

- **The world's first GPS locator that locates your child.....not the technology**

Nu-M8 is the world's first GPS locator device specifically designed to be worn by children. Launched by UK location services company, Lok8u Ltd, this new GPS child locator is cleverly concealed within a child's digital watch. Its unique design features ensure that the parent locates their child, not the technology.

Nu-M8 is innovative and fundamentally different to other products available in the market. It does not rely upon the child to be responsible enough to keep their locator with them in a bag or pocket. Instead, when Nu-M8 is securely fastened to a child's wrist it stays there unless deactivated by a parent. Parents can therefore be assured that wherever Nu-M8 is, their child is.

If, in the worst case scenario, Nu-M8 is forcibly removed from the child's wrist an alert is sent immediately to a designated mobile phone and/or email address with the child's location to give parents an early warning of potential danger.



Why we need Nu-M8

In the United Kingdom 140,000 children are reported missing to the authorities every year. In the USA 800,000 children were similarly reported missing in 2006 alone¹. This was a significant factor in prompting the CEO of Wavemarket to estimate that the potential market in America for child locator products is 30 million².

Research group Gartner Inc estimates that the worldwide market for GPS based location devices will grow from 16 million in 2007 to 300 million in 2011³.

In the UK, recent reports have indicated that one in four (25%) 8 to 10 year-olds have never played outside without a parent or guardian present and one in three (33%) parents will not even allow older children, aged 8 to 15, to play outside the house or garden unsupervised. This has a dramatic affect on a child's development as unstructured play develops confidence, peer interaction and assists in learning 4.

Steve Salmon chief executive of Lok8u says: "Nu:M8 gives parents the reassurance of knowing where their children are, anytime anywhere. Hopefully in using this product girls and boys can now be given the similar freedom to play outside that I enjoyed as a child."

Product design and functionality

As far as the child is concerned Nu:M8 is a digital watch. For parents it has been designed with simplicity and ease of use in mind. Nu:M8 is accessible at home, abroad or on holiday from a computer or mobile phone.

To locate your child, simply text "wru" from your mobile phone to Nu:M8 or click "where r you" on the Lok8u secure portal. Your child's location is then presented as an icon on Google maps and/or the street address and postcode is displayed.



In addition, parents can set unique "safe zones" in which their child can safely play. This function is activated simply by texting "safe..." followed by a number, which represents the metre radius for your child's safe area, to Nu:M8, or selecting a 'safe zone' from the

Lok8u secure portal. As long as your child remains in this area no alerts will be sent and you can still communicate with the device using the "wru" function. However, if they stray a priority alert will be sent to the parent's mobile phone and computer.

Other features include:

- Water resistant to Ipx 7
- Battery sufficient for 7 days in standby
- Dermatologically tested to ensure safe wearing
- Use at home or abroad

- Live track functionality
- Home Zone for easy and safe removal of Nu:M8
- Cell ID back up with AGPS for quick and accurate GPS determined location
- Accurate to within 10 feet
- Metal reinforced rubber strap

Steve concludes: "Losing your child, if only for a brief moment, leads to a state of panic and makes parents feel powerless. The overriding aim of Nu:M8 is to give children their freedom and parents' peace of mind."

Nu:M8 will be available from a selected range of major high street retailers in the UK in March 2009 and available in USA in late spring.

Manufacturers recommended retail price in the UK is £149.99 (US retail price to be confirmed), plus a monthly subscription charge which varies according to the chosen tariff. Details of retailers and tariffs are available on the Lok8u sales web site www.lok8u.com.

- ends -

About us:

Nu:M8 has been designed, manufactured and tested over the last two years by UK location services company Lok8u Ltd based in the Midlands.

Headed by chief executive Steve Salmon who has 15 years experience in the mobile communications and satellite navigation sectors, the engineering team also has a wealth of knowledge thanks to working for several years on military and consumer satellite applications.

Editor's notes:

1. Daily Telegraph 7th December 2007 "Without a Trace"
2. GPS Business news 6th August 2007
3. GPS World 12th February 2008
4. Figures taken from ICM Poll for Play England April 2008. Published in The Observer 30 March 2008.

For further information and hi-res images, please contact Tony Norton or Jeannette Heard at the LoK8u press office. Tel: +44 (0)1608 812830, e-mail tony@nortonandco.com, jeannette@nortonandco.com