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Turkcell launches the world's first *smart watch* – to monitor location of children

“TurkcellNum8,” the world’s first GPS product designed in the form of a watch, enables parents and caregivers to locate their children, track them in real time on a map, and receive an alert by SMS or email when they step outside a predefined safe zone. Turkcell is the first mobile operator in the world to develop and launch such a service.

Istanbul, Turkey, April 9, 2010 – Turkcell (NYSE:TKC, ISE:TCELL), the leading communications and technology company in Turkey, announced a first ever GPS locator tracker device (“smart watch”) that enables parents and caregivers to monitor their children’s whereabouts.

The TurkcellNum8 is a child-friendly, lightweight, comfortable device that looks like a watch. It can only be applied and removed by parents due to its special security system and steel strap that cannot be removed or cut off.

How the TurkcellNum8 works

The TurkcellNum8 smart watch has a two-way system that allows parents to locate their children by SMS and track them in real time on a map. If their children step outside a predefined safe zone, the parents instantly receive an alert by SMS or email.

With its safety lock, the TurkcellNum8 can only be removed via parental control. To release the locking mechanism, the parent must deactivate the system either by SMS or by pressing the “Strap/Unstrap” button via the Turkcell Num8 portal. Should the watch be removed outside parental control, an SMS is sent to the parent with an “unauthorized removal” warning and the last known location where the watch was removed.

The first watch with GPS designed for children

Stating the Turkcell was pleased to offer its customers a product of advanced technology to give them peace of mind, **Turkcell Terminal Management Department Head Berna Akyüz Ögüt** explained how the smart phone works: “A Turkcell data line is embedded in the world’s first GPS watch designed for children during the manufacturing process. We had a micro-SIM card manufactured in a special format for the first time in Turkey and had it installed in the watches during the factory assembly process. Our hope is that this product will make life easier for many families by enabling them locate their children’s at any time.”

Totally free and unlimited Turkcell Num8 SMS Service

Turkcell is offering its new TurkcellNum8 SMS service at no cost. A virtual public service to parents, they can query their children's location by SMS free of charge as often as they need and get a response by SMS. There are no extra charges for the connection between the data line on their TurkcellNum8 and the GPS systems or for their use of the GPS systems.

There is a nominal charge to purchase the TurkcellNum8 device itself (including unlimited TurkcellNum8 service) for TL 39 a month in 24 monthly installments. For those who wish to purchase the device and the service separately, the device will be available for USD 120 and the service for a data fee of only TL 29 a month for 12 months.

The TurkcellNum8 appeals to children with its color choices – black, pink, and blue. Turkcell customers can purchase the device and subscribe to the new service at Turkcell Communication Centers.