



PRESS INFORMATION

PARENTS CAN NOW GET 'PEACE OF MIND' FOR FREE

Safety location specialist Lok8u has announced that its innovative 'nu-m8' GPS child-locator can now be picked up for free, with parents only paying a monthly contract, much like a mobile phone.

Last year, the UK-based company successfully launched its ground-breaking GPS child locator wristwatch in a number of countries around the world. The significant impact that Num8 has achieved thus far has enabled Lok8u to scrap the off-the-shelf cost for UK customers, making this crucial aid to child safety accessible to all.

Children are more at risk when away from home. With the longer days and school holidays approaching pressure mounts on parents to let their children out to play. This is the start of the all too often parental dilemma; do I keep them at home; safe, but under my feet and bored or do I let them out with their friends?

Over the years the press have reported upon missing children; particularly whilst on holiday. There are unfamiliar surroundings, families relax get distracted and children find new places to explore.

Lok8u believes that Num8 can assist parents by providing that added peace of mind that if you lose sight of your loved ones you can simply text wru to the Num8 watch and be assured that wherever Num8 is they are.

nu-m8 looks just like a standard watch, but the GSM/GPS technology inside allows parents to locate their child at any time to an accuracy of



10 feet from anywhere they have access to a mobile phone or a computer. Also it is waterproof (IPX7) so is the ideal companion to the beach towel and sun tan cream.

Lok8u feels the timing is right to extend product availability. Parents pay a one off connection charge of £24.99 to the retailer when they select their num8. On registration they select the monthly service plan that's right for them and away they go; simple as that, peace of mind for caring parents.

There are two levels of subscription based on a 12 month contract. For unlimited internet based access service it is £12.99* per month. For unlimited internet and mobile phone (text) access service it is £17.99* per month. Discounts are available if customers pay for the service upfront.

Crucially, nu-m8 doesn't rely upon the child keeping their locator in a bag or pocket, it's securely fastened to a child's wrist and stays there, unless deactivated by the parent. If forcibly removed, an alert is sent to the designated mobile phone and/or email address detailing the child's location, giving parents an immediate warning of potential danger.

Parents can locate a child at any given time, by texting "wru" from a mobile phone or tracking online. Unique "safe zones", can also be set, drawing a virtual boundary around the child's location, with alerts if the child strays.

nu-m8 comes in black, blue, green or pink, available now from www.lok8u.com

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*Tariffs are for UK based use only, roaming tariffs apply for international use

Notes to Editors

nu-m8 has been designed, manufactured and tested over the last three years by UK location services company Lok8u Ltd, based in the Midlands. In addition to the UK, Lok8u has launched in the US, Europe and South Africa, in time for the 2010 FIFA World Cup.

Chief executive Steve Salmon has 15 years' experience in the mobile communications and satellite navigation sectors. In addition, the engineering team has a wealth of knowledge having worked on military and consumer satellite applications for a number of years.

For further information, interviews and images contact: Andy Lacey or Tony Norton
Call +44 (0)1608 812830 / email: andy@nortonandco.com or tony@nortonandco.com