



SOLUTION OVERVIEW

Locaid® for Security

Network Location Keeps Loved Ones Safe

Most people don't know that they carry a powerful security device right in their pockets: their cell phones. Location-based security services help you to keep your subscribers and their loved ones safer than ever before. With network location from Locaid, you can tell parents where their children are, help college students stay safe on campus, and provide extra information to 911 operators, all without saying a word.

Here's what mobile location data from Locaid can do for you:

Find the Family

Security services let subscribers turn their phones into family security devices. Locaid makes sure that those services work on all phones, not just GPS-enabled smartphones. Since most people carry feature phones with no GPS capabilities, Locaid's ability to do this is of the utmost importance.

No matter what kind of phone they carry, subscribers can now find family members with the touch of a button. With Locaid location, if children get lost or need help, the parent can locate them on a map and tell them where to go with directions to a nearby bus stop or police station. Any family member can send out an alert.

During a large scale emergency, such as an earthquake or hurricane, phone lines may become overloaded or go out entirely. With location-based services, families can find each other and re-connect in such an event.

Stay Safe on Campus

Campuses implement location-based security systems as well. For example, a student can set a precautionary timer on her cell phone before walking across campus. When she arrives, she can deactivate it. If the timer expires before it is manually deactivated, campus security will call the student to make sure that she is safe. If not, they will have her location information so that they can dispatch someone to check on her.

If a student feels threatened, she can press a panic button that sends her location information, plus any other information set up in a profile in advance (picture, home location, work location) straight to campus security.

Location data from Locaid is even being used to allow students to text crime tips to the campus police, alerting them of local bullying, threats, or vandalism.

Locaid is always there to help. We make sure that a service can be used on all cell phones, smartphones and feature phones alike, and that a phone can be located indoors or outdoors—wherever trouble might be.

Deliver information for 911 Calls Faster

When you call 911, you're already in trouble. Location information and a preset profile provide relevant information to the call center, even if you are unable to speak. Location-based services allow you to set up this profile in advance with your name, address, medical needs, emergency contacts, etc. so that if there ever is a need for an emergency call, the dispatcher on the other end has your information at their fingertips.

How It Works

Locaid's mobile location gateway allows providers to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only



the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America and Mexico.

Under Locaid's privacy protected, permission-based Location-as-a-Service, you can determine a customer's mobile device location anytime and anywhere.

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work everywhere. Locaid works on 100% of the devices on the network, indoors or outdoors, and on any network platform. It's important, because you want to make sure that your family is safe, no matter what kind of phone they carry or where they carry it. Full coverage is ubiquity, and it's why Locaid is the top LaaS company in the world.

No App to Download, and No Cheating

Once devices are opted-in, (you can opt in your children's devices for them) you don't have to download an app to any of the phones. If you or someone in your family switches phones but keeps the same number, everything still works.

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location from the carriers, not GPS location from an application. The kind of application location used in social networking apps such as Foursquare "check ins" and Facebook Places, can be spoofed in a matter of minutes. You cannot rely on app-based location from a GPS signal, but you can trust the location information that we provide: information that cannot be cheated, spoofed, or hidden.



Locaid Whiteboard

Whiteboard videos at www.loc-aid.com/whiteboard

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier's wireless network can be located via Locaid.

Your Customers Want Protection

Your subscribers demand care when it comes to their personal security and privacy, but they also want convenience. Because you can protect your subscribers with Locaid location without having your customers do anything—download an app, push a button, or respond to a text message—the service can be invisible.

Privacy

Your subscribers enter into an important contract with you when they agree to use your services. To



Get your Location API at: <http://developer.loc-aid.com/getit>

How Security Companies Are Deploying Locaid

Companies are using phones as personal security devices in the following ways:



Tracking children and pets to guarantee peace of mind



Setting up profiles to make 911 calls go more quickly



Letting students notify campus security when they may need help, such as by setting a timer before they walk across campus, or by pressing a panic button on their mobile phone that transmits their location to parents or campus security

protect them, and your company, Locaid has a patented Privacy Framework that surpasses all industry requirements from the carriers, the CTIA, the MMA and the IAPP.

Cost Advantage

Locaid is not software, it is not an app, and it is not a fraud measurement tool. It is a raw data feed that you can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your subscribers' devices through Locaid's patented Location-as-a-Service gateway.

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com.



Get your Location
API now at: [http://
developer.loc-aid.com/
getit](http://developer.loc-aid.com/getit)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>.

