



TOUGH TRACKER BECOMES TOUGHEST TRACKING DEVICE ON THE MARKET

Tough Tracker, a bullet-proof tracking and asset management device is to be made commercially available worldwide. With a highly robust Kevlar outer shell, Tough Tracker allows asset owners to keep track of both static and mobile assets 24/7 whilst minimizing the risk of theft and vandalism.

The product was launched in the US last month at MINEXPO, Las Vegas and is available throughout the UK and worldwide.

Built as the market's most durable asset tracker, Tough Tracker is capable of withstanding repeated impact from a sledgehammer, ensuring reliability in the harshest of conditions and acting as a deterrent to would-be thieves. In fact, Tough Tracker is so robust that it broke testing equipment at the Rockwell testing facility in the UK.

Tough Tracker utilizes cellular (Dual-Band UMTS/HSPA+, Quad-Band GSM/GPRS/EDGE) and satellite (16 Channel) technology to provide tracking data via a simple, secure interface. Multiple assets can be managed simultaneously, with geo-fence alerts available via SMS. Tough Tracker runs off an internal battery and does not require an external power source.

The product sends impact alerts to the asset owner when under attack, and temperature alerts in the event of fire.

With millions of dollars of farming equipment, construction equipment, vehicles and other heavy assets being stolen every year worldwide, Tough Tracker is leading the fight against asset theft whilst streamlining asset management for fleet managers.

Tough Tracker: Tough by name. Tough by nature.

<http://toughtracker.eu>

Tough Tracker is wholly owned by Tough Tracker Limited, a cloud software and connectivity company based in Oxford, UK.

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