

Reaping rewards of mobile technology

What could only be conceived of as science fiction, mobile phone tracking, is now being used by Australian businesses reaping the productivity rewards.

Australian phone tracking service, LocateMy Phone, has integrated new GPS technology to pin point field staff down to incredible accuracy and in real-time.

LocateMy Phone enables employers to manage their field staff far more efficiently than ever imaginable.

With a few mouse clicks, a mobile phone's location is displayed on a map, providing useful information for businesses to manage and improve employee productivity and service to clients.

New AGPS (Assisted Global Positioning

System) mobile phones will soon be on the market in Australia.

LocateMy Phone has already added features to enable the tracking of these new mobile phones down to five metre accuracy in most situations.

The world's two largest handset manufacturers, Motorola and Nokia, were actively promoting GPS integration in new models at a recent trade event in Barcelona Spain.

"We receive over 100 enquiries per day from companies all around the country looking for mobile phone tracking technology," said Wade Short, managing director of LocateMy Communications Group.

"Our research shows that the majority of businesses looking for

the technology are small to medium in size and primarily concerned with staff productivity issues," he said.

Mr Short said with unemployment at an all time low and wages on the increase, productivity from staff is essential in improving profit.

"Most companies want to use existing mobile phone assets to track staff rather than investing in expensive GPS devices in vehicles," he said.

"The addition of LocateMy's AGPS support marries better accuracy with low cost mobile phone handsets.

"Normal mobile telephones can be pin pointed down to between 200-600m in metro and CBD locations, whereas AGPS can improve the accuracy by 40 times," he said.