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HAVE BAG, WILL TRAVEL, BUT WITH PEACE OF MIND!!!

Launch of i-TRAK, a revolutionary new active luggage tracking solution, set to help with the nightmare of lost luggage

The panic that everybody feels whenever they lose their luggage may just be a thing of the past with the launch of i-TRAK; a revolutionary new service from ilutra systems that is designed to help people avoid the nightmare of losing their luggage. Developed specifically to help give its users peace of mind whenever they travel, i-TRAK will assist in the return of mislaid luggage either directly to its owners or via their travel operator.

By using sophisticated tagging and tracking technology, i-TRAK aims to improve significantly the chances of having luggage returned to its owner as well as making the recovery process easier and faster. With an estimated 20 million bags annually mislaid by the world's airlines alone, demand for such a solution is massive. Starting at £8.95, i-TRAK is the most cost effective and efficient solution currently available to help reduce the inconvenience of lost luggage.

i-TRAK has been developed over the past 18 months by some of the UK's most experienced luggage handling experts and is fully compatible with existing airline tracking systems. Specifically designed to make the chances of reuniting a bag with its owner significantly higher, the i-TRAK system works by users attaching specially designed tags to their luggage. Users then register their tags' unique codes either online (www.i-TRAK.com) or by sending a registration card via the postal service.

If a bag with i-TRAK tags is lost, once i-TRAK has a report that the bag has been found, the system will automatically notify the user via an SMS text message to their mobile phone. In turn, the finder's message will be forwarded to the i-TRAK user's registered email addresses and, once this has happened, it becomes a straightforward process for the user to retrieve their luggage through their transport provider.

Furthermore, users will also be able to check their account at the i-TRAK website at any time to see what the status of their lost luggage is. Additionally, customers who opt for the Platinum i-TRAK service will receive the extra benefit of receiving a phone call from the i-TRAK customer service team notifying them in person (or a designated alternative contact) on the whereabouts of their luggage.

Adam Dalby, Managing Director at ilutra systems and co-developer of i-TRAK, explains why he believes there will be enormous demand for i-TRAK: 'If you've ever lost your luggage whilst travelling, you'll know what a nightmare it can be – it's not much fun being on holiday or on business minus most of your crucial possessions! That's why we developed i-TRAK. We recognised that with an estimated 20 million pieces of luggage being mislaid every year, too many travellers are experiencing the nightmare of losing their luggage.'

Dalby continues: 'By using i-TRAK, travellers can rest assured that they have the best possible system currently available to track and find their luggage should it get mislaid. Quite simply, wherever your bag is found and in whichever part of the world you may be in, i-TRAK is designed to put you in contact with the finder as soon as possible. Starting at only £8.95 for the i-TRAK solution, we believe it's a very small price to pay for extra peace of mind.'

Headquartered in London, ilutra systems Limited was founded in 2000 to provide bespoke luggage solutions to the travel industry. The launch of i-TRAK in January 2003 is the first product that ilutra has brought to market and is the culmination of 18 months of intensive R&D activity.

For further information, please visit:

<http://www.i-trak.com>