

Press Release 04/24.11.05

i-TRAK MAKES LOST PROPERTY A THING OF THE PAST

i-TRAK expands lost luggage tracking system to protect personal items of value in a drive to match found property with rightful owners

After two years of successfully reuniting travellers with their lost luggage, i-TRAK has launched 'Smart Tags' for valuable items that thousands of people lose on a daily basis. The i-TRAK luggage service, launched in 2003, has now expanded its range to protect personal possessions such as passports, mobile telephones, laptop computers and even MP3 players.

Over 130,000 items were handed into Transport for London's lost property office between April 2003 and March 2004, with an estimated replacement value of over £7 million. The new i-TRAK 'Smart Tags' display a unique ID code and four quick ways for a finder to contact the owner using either the Internet, email, telephone or i-TRAK's own airline internal link.

"These days the information stored on many of our personal possessions means they are invaluable to us," explains Adam Dalby, managing director of Ilutra Systems and co-developer of i-TRAK. "Yet with little or no identification we make it impossible for a finder to let us know that they have our item. The i-TRAK Smart Tags will make the recovery process easier and faster, letting someone know their item has been left say, in a restaurant, a hotel reception or even at the local Police station."

As soon as i-TRAK has a report that the item 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, the owner can contact the finder directly to get their lost property returned.

In addition, customers who opt for the Platinum i-TRAK service will receive a phone call from the i-TRAK customer service team notifying them in person (or a designated alternative contact) on the whereabouts of their lost property.

Starting at £9.99 (for 7 identification labels), i-TRAK Smart Tags are the most cost effective and efficient solution currently available to help reduce the inconvenience of lost property and luggage.

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For further information, please contact ilutra systems ltd:

Stephen Rush Tel: 0870 1270013

Email: Stephen.Rush@i-TRAK.com