For more information, please contact:
webform@tracme.com

Facts

Why?

A mission to save more lives through an affordable and accessible SAR technology

TracMe enables more outdoor enthusiasts to have affordable access to this personal locator technology and improve their security and safety.

TracMe was developed in Australia by two paraglider pilots, Joe Rainczuk, a businessman from Melbourne, and Tilo Schmidt, an electronics engineer, developer and co-founder of TracMe, in 2001. They witnessed several tragic events with lost children, lost snowboarders (within voice range of a resort), and a lost paraglider pilot. The tragic death of that paraglider pilot after a fruitless 7-day search in the Australian Outback prompted Rainczuk and Schmidt to develop the original TracMe concept.

The TracMe is unique in its use of the UHF FRS/GMRS Ch1 frequency of trail radios commonly used throughout the U.S and Canada. The FRS/GMRS Ch1 has already been nominated as an emergency channel by many user groups. This means that little, if any special equipment is required to perform a basic location of an activated TracMe. The beacon is more affordable (offered at $99.95 USD MSRP) since it does not use a satellite signal when activated. The search-and-rescue community has been concerned about the potential increase in satellite-based (EPIRB) beacons by the general public and their potential for accidental notification and the significant cost borne to the agencies responding to accidental calls. The TracMe is designed for one-time use to discourage accidental activation or purposeful abuse. This also ensures that during its 10-year useable life, the TracMe is not taken outdoors with a partially discharged battery and is therefore always ready when needed after performing the Self-Test function before each trip.

How?

TracMe uses a simple technology compatible with more than 100 million trail radios in the United States. When activated, the TracMe unit sends the voice message "Help…Emergency" continuously every 15 seconds for up to 7 days. This message can be easily understood and interpreted as an emergency call by anyone listening on a trail radio set to Ch1. TracMe is designed for one-time use but not abuse.

For legitimate search and rescue, an expended TracMe will be replaced free of charge. Designed with an enclosed built-in lithium battery to last 10 years in backcountry and waterway adventure conditions. This also ensures that during its 10-year useable life, the TracMe is not taken outdoors with a partially discharged battery and is therefore always ready when needed after self-testing. Standard marine and land-based SAR direction finding equipment can be tuned to pick up the transmission signal.

TracMe is not a satellite PLB Replacement

The TracMe does not replace the function of the current 121.5 mHz or the 406 mHz distress beacons or other satellite distress beacons; the TracMe does not send a signal to a satellite which relays this to a central search and rescue office.

TracMe Workshops and Field Demonstration Kits Available in Free Loan Program and online registration

TracMe field demo kits will be offered to SAR agencies by registering in a loan program beginning May 2007. The registration program was also announced at the NASAR 2007 conference in Charlotte, NC and during TracMe's workshop there May 31. SAR teams can register online at www.TracMe.com/demo_registration.

Continued

A small and light non-satellite locator beacon – the new 11th Essential for responsible outdoor adventurers.

What?

TracMe™ is a more affordable and accessible search and rescue technology for a general user. They do not require a license or registration.

Regulatory Compliance: EU RoHS Environmental Standard of July 1 2006. U.S. FCC Part 15 Ruling.

Frequency: TracMe is compatible with the Ch1 radio signal in the nearly 100 million trail radios now commonly used throughout the United States. TracMe is designed for General Public use on a variety of frequencies: CB UHF emergency Ch5, 476.525 Australia, FRS Ch1 462.5625 USA & Canada, PMR Ch8, 446.09375 Europe.

Weight: 46g (1.6oz)

Size: 82x46x24mm(3.2 in x1.8 in x0.9 in)

The TracMe is packaged with a card to leave behind on your car dashboard, a reminder card for home, and a quick instruction card for the field along with a storage sack and instruction booklet.

More detailed information about the TracMe can be found by visiting www.TracMe.com/FAQ. Search and Rescue techniques and a User's Manual are also posted online with periodic updates.

When

TracMe beacons will be available in retail outlets the Summer of 2007. The TracMe team is currently providing search and rescue agencies with Field Demo Kits to continue to familiarize them with how to use a variety of methods in finding a TracMe beacon in different settings.

Where?

TracMe™ Beacons Pty Ltd
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www.TracMe.com

Toll Free (local)	1-300-TracMe
Office	+61 3 9310 4435
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Who?

TracMe™ Beacons Pty Ltd, A personal locator beacon (PLB) company

Joe Rainczuk, Chief Executive Officer/ Co-Owner and Founder, born Benalla, Victoria, Australia. Joe is a seasoned businessman who served for 10 years as a Sales Director for a knitwear manufacturer and during his tenure established export sales to USA, Europe and Asia. Concurrently and for the past 27 years, Joe has also served as the CEO and owner of gourmet poultry manufacturing business. Since 2001, he has collaborated with Tilo Schmidt to develop and introduce the TracMe to outdoor enthusiasts in Northern and Southern Hemispheres. Joe's active interests include snow skiing, aerobatics in powered aircraft, sailplaning, and paragliding; he is an active paragliding competitor.

Tilo Schmidt, Chief Technical Officer/Co-Owner and Founder, born Altona, Victoria, Australia. Tilo has a Bachelor of Electrical/Electronic Engineering and during the last 20 years has designed and developed hardware and software for various industrial and commercial products. He developed the original concept and designed both the hardware and software for the TracMe Beacon system and has collaborated with Joe Rainczuk since 2001 to bring the TracMe system from a concept to a marketable product. Tilo's interests and hobbies take him into the Australian Outback with paragliding and paramotoring; he also enjoys snow skiing and tennis.

For updates and more information

Presentations and workshop materials are available for SAR Team Training: Contact TracMe staff for workshop materials, a CD ROM, or download search technique information from www.TracMe.com. Digital visuals of the TracMe are available in a variety of still photography and videographic formats. Footage is available upon request or via passworded login at www.TracMe.com to demonstrate search techniques using the TracMe PLB.

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