

The ubinam Safety Shield - Safety for Goodyear

FOR IMMEDIATE RELEASE

ubinam on demand GmbH will be making sure that all participants keep in touch with the Event management when Goodyear invites journalists and dealers to Gran Canaria to test the new Eagle F1 Asymmetric tyre from 12th to 24th February.

Roundabout 200 Journalists and more than 350 dealers from 24 countries are expected to arrive on Gran Canaria within the next two weeks for the presentation of the latest Goodyear (www.goodyear.com) "Eagle F1 Asymmetric" tyre. There will be 40 brand-new Audi TT's ready for test-driving around the south of the island. The drivers' safety will be ensured by the ubinam Safety Shield - a joint project between ubinam on demand GmbH (www.ubinam.com) from Oberpfaffenhofen near Munich, the Finnish Soneco Oy (www.soneco.fi) and the Spanish mobile network operator Movistar (www.movistar.es).

All test cars will be fitted with a Soneco Care Communication Device. This is a small mobile telephone with just one key and a Telefonica SIM card. If anyone loses their way or needs help, they can be connected to the Goodyear Event Management Team by pressing the button to obtain assistance. Furthermore, the Event Management Team can be shown the actual detailed map locations of the individual vehicles within a matter of seconds, whenever required. This is possible through the innovative, internet-based localization system "ubinam Tracking Live".

In addition to the telephone number of the Event Management Team, an emergency help number is also programmed into the Soneco unit. In case of an emergency, the button must be pressed for 10 seconds which triggers an emergency call and transmits the current location of the vehicle.

Even in case of theft of one of the sport cars, the thief's success will only be very temporary. The "ubinam Tracking Live" Platform generates a alert-SMS as soon as a vehicle leaves unexpected the predefined areas.

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About ubinam:

Ubinam on demand GmbH is a well-established company specialising in the development and operation of online locating systems. Its main focus is in the areas of logistics and security applications. The range of services which ubinam offers is based on an open platform capable of integrating various locating technologies, devices and mobile network operators. Ubinam has taken over the software rights and existing operations from Siemens. Its customer base includes Siemens, government agencies, as well as specialist companies in the areas of security and logistics services. Ubinam is a partner in the satellite navigation applications centre in Oberpfaffenhofen.