

FamilyWise

Child and Family Finder Solution

FamilyWise - an easily deployable child and family finder solution that enables mobile network operators to increase data usage and revenues.

With our FamilyWise solution you can offer your subscribers security, reassurance and peace of mind as they are able to locate their children and family members without having to phone them or send them a text message.



Easily deployable child and family finder solution

FamilyWise enables operators to go to market quickly with a well established family finder service which requires minimal investment.

Key benefits to mobile network operators:

- » Increased revenue generation opportunity
- » Ideal for mass market deployment
- » Available as a white label, fully customisable solution
- » Flexible deployment options including managed service
- » Supports all user interfaces (SMS, MMS, WAP, Web, USSD)
- » Integrates with any local or international map provider
- » Pay as you go or subscription model.

Key benefits to subscribers:

- » Peace of mind
- » Safety and security
- » Parental control without intrusion
- » Easy to use.





Driving ARPU and revenues

Mobile network operators are seeing a growing demand for “family finders”, location based services that enable their subscribers to find their loved ones.

Using real-time location, parents can see the whereabouts of their child’s mobile phone without making a call giving them peace of mind whilst avoiding intruding on the child’s space and freedom.

How it works

A location request is made online or via SMS. The person’s location is shown on a map if the service is accessed via a website, or by a text (SMS) message – for example, “John was in the vicinity of Kingsgate Road and A307, Surrey at 09:15 on dd/mm/yy”. Alternatively, the location is shown on a map sent to the phone via WAP push or web.

FamilyWise locates the mobile phone of the subscriber using the infrastructure of the mobile operator (Cell-ID or Enhanced Cell-ID). We can also configure the platform to locate subscribers using GPS-enabled phones or other specialised GPS devices.

Tagging and Automatic Location Requests

A variety of optional commands can also be added to the service for an even more intuitive approach. For example, a TAG command can be set (e.g. “home”) and this TAG can then be set as an automatic location request which checks at 5.00PM everyday if the child is in the place tagged “home” and then sends an SMS to the parent.

Privacy and protection

Creativity Software was part of the steering group which defined the Code of Practice for LBS. To this end, FamilyWise has been designed to exceed the most stringent levels of personal security and data privacy protection.

Key features:

- » SMS-based search (FIND ‘number’ send to short code)
- » Automatic Location Requests
- » SMS response (location sent as a text: ‘Jonathan was in the vicinity of....’)
- » Strong security mechanism – locatees need to give authorisation/locators need proof of identify

- » Web-based response (showing location on a map)
- » Pay-as-you-go or subscription billing models
- » Self locate command
- » Ability to send SMS from web interface
- » Opt-in mechanism (permission request to locatees)
- » WAP-based search and location sent as WAP push
- » Reminders (e.g. ‘James can locate you. To stop the service...’)
- » Location sent as MMS
- » System sends SMS reminders to locatees informing them who can locate them
- » Locatees can stop authorisations at any time

Deployment

Creativity Software offer two deployment options for FamilyWise. The application can be provided either as a purely messaging solution (SMS/MMS) with no web/WAP element, making it ideal for mass, consumer market use. We can offer it as a text-plus-web-based interface, depending on the operators preference.

Both deployment options are available as a white label (non-branded) application and as a managed service.

Contact us

For more information about how FamilyWise can help increase your revenues please visit:

www.creativitysoftware.net

or contact us at

sales@creativitysoftware.net



About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

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