The Birth of eTrak:

A High-Tech GPS Tracking Solution

John Harris, a family man with a knack for inventing, witnessed the terrifying moment when his autistic niece wandered from the group and couldn’t be found for a short period of time. After seeing her parents worry and experiencing the panic himself, Harris knew he had to find a solution.

“It came to a point where she could unlock doors and windows and get out before anyone knew she was gone,” Harris said. “At that point we knew we had to do something, and started looking for something we could attach to her so we would know where she was if she got out.”

In November 2010, Harris began the journey of developing a location tracking product that would soon prove to be far superior to anything of the likes on the market. eTrak was born.

Using GPS, Cell ID, and Wi-Fi, eTrak has the ability to track a person, pet, or automobile indoors *and* outdoors. The patented technology also delivers latitude and longitude coordinates, potentially telling you what floor of a building the person is on. The device weighs less than an ounce and is approximately the size of a domino, boasts a seven-to-ten day battery life and a water resistant shell, positioning eTrak to take the market by storm. Now, I’m sure you’re thinking “wow that’s incredible” and you’re right, it absolutely is, but it gets even better.

eTrak is equipped with a panic button in case of an emergency. When pressed, the button sends its location by text and email with turn-by-turn directions to the predetermined contacts of your choice. Our product also allows you to set up safety circles; when the device leaves or enters these safety circles, the same predetermined contacts will be notified by either text message or email.

After spending some time with the engineers, it was soon discovered that eTrak could be used for a lot more than just tracking people. We all have a need to protect our most prized possessions and eTrak’s proprietary technology can assist better than any other product on the market. Whether it is your car, your pet, your purse, or your golf clubs, eTrak will make sure you *Always Know* where these things are.

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