

MEDIA RELEASE

## Affinity-One to demonstrate Pivotel Satellite products at Kalgoorlie's GME

**Affinity-One** will showcase its range of Pivotel Satellite products and accessories on Pivotel Satellite's **Stand 1012** during the Goldfields Mining Expo (GME) at the Kalgoorlie-Boulder Racing Club from October 28-30, 2008.

The WA-based tracking and security technology company supplies Global Positioning System (GPS), Radio Frequency (RF) and satellite tracking technology such as Pivotel's TracerTrak device.

An asset-tracking device, TracerTrak provides regular updates of location, movement and overall behaviour of assets.

According to technology expert, Paul Delaney, a Pivotel dealer and general manager of Affinity-One, market acceptance of TracerTrak is reminiscent of the introduction of mobile phones in 1985.

"Tracking technology is something that I can only see becoming more sophisticated and smaller," Delaney said.

"The TracerTrak is really pioneering the industry in that it is easy-to-operate.

"I really think that it is in the same position mobile phones were 20 years ago. And now look at mobile phones – 9.1 million were shipped to Australia over the past 12 months."

Logistics companies in particular were making the most of TracerTrak, Delaney said, using the technology to track something that had been loaded into a trailer all the way to its destination.

"Similar to the introduction of mobile phones, the amount of time and, in turn, money, it saves a business means it will soon pay for itself."

Meanwhile, Delaney said, the use of tracking devices needed to be protected by a relevant code of conduct with legislation enacted to ensure the information they obtained was protected by privacy constraints.

"GPS devices that are capable of remotely activating a third party device can be, in the wrong hands, a real security issue.

"Therefore, we must take action now to ensure that every reasonable step is taken to minimise potential security breaches."

### Further information:

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