

AHEAD SOLUTIONS UK PRESS RELEASE

Children's SMART Safety Clothing Helps Reunite Lost Children Quickly

ChildSafe ID is providing welcome relief for parents of youngsters



Hi res images available from Lee Cunningham at: lee@ahheadsolutions.co.uk

A Lancashire company has developed a new clothing range which helps lost children to be quickly reunited with their parents.

Ahead Solutions have embedded tags into children's garments, which allow a 'helper' using a Smartphone to direct dial parents in an emergency; the system may also be used to alert emergency services or a 'first attender' of any medical conditions the child may have, or medications they may need to take or avoid. No app is needed.

Director Lee Cunningham: "The secure embedded ID tag can *only* be read at point blank range by almost touching the ChildSafe ID logo with the Smartphone; the reading phone **MUST** be within 2cm of the logo; it cannot be scanned from a distance."

The company has been helping parents protect the safety and security of their children since 2012 with high visibility and identity solutions. In January 2015 it developed a Smartphone readable child ID wristband and has used feedback to develop a new emergency ID solution which satisfies the demand for a more robust product.

Lee: "Child ID wristbands have been popular over recent years with parents who want their children to carry their contact details. However ChildSafe garments provide a much safer system; children do sometimes remove their wristband and a busy or preoccupied parent may not notice until it's too late. That's potentially disastrous. But a child would be unlikely to remove their tee shirt and if they did, mum or dad would surely notice!"

Wearable technology should be practical and purposeful. ChildSafe ID's ability to provide an abundance of vital contact and/or medical information in an emergency situation provides welcome reassurance to parents; it's an excellent example of where the application of technology into garments is useful, perhaps even essential.

Notes to editors

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ChildSafe ID information is available at www.you-id.me/childsafes-id-clothing