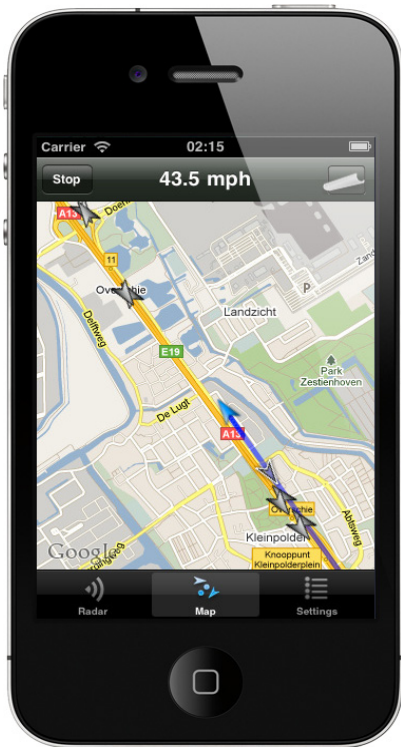




TrackerTag



PRESENTATION

TrackerTag is an easy to use iPhone application that alerts you as soon as you are in a 15-second range of a speed camera. The software is based on **FoxyTag's** technology which is already used by many other systems and with a growing number of users.

The idea consists in the creation of a virtual tag near every speed camera you drive by. From then on all users will be alerted as soon as they get close to the same device so as auditory and visual.

As an informed user you will be able to validate or invalidate the presence of a speed camera and this will automatically generate a trust link between you and its creator. The more a tag is validated the more the information is considered as reliable. This way all the information you will receive will be trustworthy and unreliable tags will be erased from the database.

Creating a tag is very easy thanks to an intuitive user interface. All you need to do is selecting the kind of speed camera and indicate in which direction it was set, so people won't be alerted for the ones on the opposite side of the road. As easy as the touch of a button you can also invalidate a tag for a camera which has been moved or doesn't exist anymore.

This application isn't in any way designed to encourage people in speeding or any other faulty behavior. It has been thought for drivers to be more concentrated on the traffic than on their speedometer because of the fear of having a speed ticket.

Studies have shown that people tend to abruptly hit the breaks when they see a speed camera even if they were driving within limits which can cause traffic jams or even accidents.

FEATURES

Radar

- Indicates your current speed in the top part of the screen
- Indicates the distance before the next camera and the speed limit
- Represents the closest speed cameras with icons displaying their type (mapping possible in 2D and 3D)
- By tapping the screen you can create a new tag

Map

- Indicates your current speed in the top menu
- Show a map with the speed cameras and the directions in which they're set
- By tapping the screen you can create a new tag

Settings

- Allows you to set the different types of alerts and filters to apply as research criteria for speed cameras.

