

## Mindpress concludes partnership with ResQ to launch Findr brand

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(Toronto) – Milan Cobanov, Mindpress founder and president, is pleased to announce a partnership between Mindpress and ResQ. Together they will develop and launch a new mobile application brand called Findr. Under the terms of their agreement, the companies will offer the application to enterprises and to consumers directly. “Our immediate target are parents who have provided their teens with GPS-enabled smartphones,” states Cobanov. “The downloadable application will allow parents to know where their children are located.”

The downloadable application converts a smartphone into a two-way GPS device allowing the phone to transfer coordinates back to the web platform, which automatically renders geographic coordinates onto maps through any Internet capable device.

Augmenting basic location reporting capabilities, ResQ’s customizable portal offers several additional features to subscribers including: Breadcrumbs, Temporary Guardians and GeoFencing.

“Parents may want to use Breadcrumbs,” explains ResQ CEO Chad Hughes, “to confirm the location history of the user, especially if he or she has had several appointments scheduled throughout the day. If a child is visiting relatives, then our Temporary Guardians feature enables the parent to confirm the immediate whereabouts of their child, whereas Geofencing enables parents to establish specific geographic limits and if a user crosses those programmed boundaries an alert notifies the parents instantly.”

Over the past few years, ResQ has already deployed tracking technology as an enterprise solution across several industries, successfully creating communication efficiencies for fleet managers in the resource sector, most notably. The Findr platform now delivers real-time location awareness and effective monitoring of high-value assets ranging from children and the wandering elderly to vehicles in motion.

“We believe this incredibly useful consumer application, which we’ll make available on our website, will certainly prove beneficial for locating elderly grandparents, as well as teens,” concludes Hughes. “We’re providing safety assurances to concerned parents who need and simply appreciate additional support in the form of trusted technology.”

Mindpress is a creative agency focused on delivering key messages and production capacity to its clients, while delivering integrated campaigns to ensure success. ResQ currently enjoys an on-going IP strategy with many notable brands today, including Rogers, Motorola, Intermec, Psion and Discover Communications.

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For further information on either Mindpress or ResQ, or to request an interview with one of the partners, please feel free to contact Graeme Boyce at (416) 849-5623 in Toronto.

Mindpress and ResQ have begun to market a new downloadable product, called PeopleFindr, specifically targeting those parents of wandering teenaged children who aren't exactly honest with respect to their nighttime activities and location. As a trusted and proven tracking technology, this application is also useful for parents of parents who occasionally and unfortunately get lost from time to time.

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