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For Immediate Release

SafetyCare Expands its “Wander Prevention” Services Through Facial Recognition Technology

SafetyCare’s “SafeTrak” is Ideal for Senior Care Centers, Hospitals & Other Facilities Serving People with Alzheimer’s Disease and Dementia

READING, PA. – November 2, 2007 – There was a time when the only doors that automatically opened were on Star Trek’s U.S.S. Enterprise.

But, through innovations at SafetyCare, a new product called “SafeTrak” is now commercially available that uses facial recognition technology to open and lock doors, as well as monitor human movement throughout a senior care facility. Small cameras capture a person’s image and opens doors for those authorized to pass.

“SafeTrak is the ideal product to enhance SafetyCare’s wander prevention services,” said Michael J. Bodnar, general manager of SafetyCare, headquartered in Reading, Pa. “SafeTrak revolutionizes the way in which wander prevention is addressed in senior facilities. The product ensures that seniors maintain their dignity as they can move freely throughout designated areas of a facility. It does not require pendants, bracelets or other physical tracking devices.”

The secret is facial biometric technology, which SafeTrak uses to monitor traffic through all access points in a senior care facility. SafeTrak is ideal to track patients, visitors, employees, contractors and anyone else who has reason to enter the building. The network also provides on-site security that details all human movement between specified access points.

“SafeTrak is a security enhancement unlike any other commercially available product that serves people with Alzheimer’s disease and dementia,” Bodnar added. “It provides a level of security that incorporates the latest technological evolutions industry-wide. It is our latest product that demonstrates how SafetyCare is unique in the safety and security monitoring industry.”

SafeTrak creates a unique identification number for each user that triggers a facial biometric match. As soon as the user attempts to gain access through a door, a small camera processes a facial image and compares it to the facial biometric associated with the individual. If a sufficient match is not attained, the user will not be granted access.

SafeTrak is flexible. Visitors entering a senior care facility can be enrolled in the system, allowing them entry to sections of the secured building. Similar to the way in which SafeTrak monitors patients and residents, visitors can also be tracked as they move through various access points.

SafeTrak immediately notifies security if a visitor attempts to gain access to an unauthorized section of a facility. It can also track the “last seen” whereabouts of the visitor, as well as automatically lock a door if the visitor approaches it.

“Through this customer-friendly technology, visitors can also be deemed escorts,” Bodnar explained. “That way, family members and other loved ones can bring a resident or patient through various sections of the building and grounds, if previously authorized through the system.”

SafeTrak offers many enhanced features, such as:

- An access control panel that automatically locks the door after an individual is granted access.
- A system that instantly alerts staff or security when an individual attempts to pass through the door.
- A log that stores images of the faces of those who have attempted access. This allows the staff to track individuals’ whereabouts through a building, as well as a timeline of their movements.
- A user-friendly system that easily integrates with most previously-installed security systems. This makes SafeTrak a cost-effective enhancement as it builds on an infrastructure already in place.
- Unlike traditional security systems, SafeTrak does not require tags, wristbands or transmitters to track movement.

SafeTrak is designed to make it simple for administrators to enroll patients, staff, visitors and anyone else who may be within the facility. SafeTrak uses a small amount of bandwidth compared to streaming video, allowing administrators to network the system without bogging down the network with abundant information. Administrators can store images of individuals for long periods without using large amounts of storage on a computer server.

Information, such as physical changes, add-ons, deletions, schedule changes and escort details, are stored in a permanent database that provides daily activity reports.

To schedule a live demonstration of this biometric technology, contact SafetyCare at 1-800-483-0888, ext. 185.

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SafetyCare (www.SafetyCare.net) is the next generation in safety and security monitoring, leveraging evolving technologies to bring new products to market. Unlike its competitors, SafetyCare is staffed by Life & Safety Emergency Medical Technicians who have the experience to handle a myriad of emergency situations and safeguard the welfare of customers. Besides providing 24-hour safety and security monitoring for homes and businesses, SafetyCare handles emergency signals from wireless emergency call systems installed at assisted living facilities, school and campus buildings, hospitals and other facilities.