

# Help is just a **shake** away

The SOS - Stay Safe app turns your smartphone (Android) into an emergency safety device. With this app you can alert your family and friends when you are in an emergency situation. All you need to do is shake your mobile phone and the moment you do these messages are sent without anyone noticing



**SOS**  
STAY SAFE!

YOUR SMARTPHONE AS  
AN EMERGENCY  
SAFETY DEVICE!

**FREEDOM  
FROM FEAR**

## SAFETY APPS

**O**n Wednesday evening, Pune based organisation Extentia launched the SOS - Stay Safe app. This is a first of its kind application that turns your smartphone into a discreet personal safety device. All you need to do is shake your mobile to request assistance. As soon as you do that, the app sends an automatic text message/SMS and/or an email to your contacts with your name and a voice recording, your exact location and the battery level of your phone. Messages are sent at regular intervals to provide real time GPS tracking of your location. One can register multiple contacts to receive the alerts.

While the app has been designed using great technology, it is very easy to install and use. Says Jaya Kasturi, VP, Product development, "The SOS application was particularly interesting for the

development team because it uses great technology in the backend like gesture recognition, geo-tracking, discreet messaging, yet the user experience is clean and simple so that it is easy to setup and use."

Komal Khilnani, who heads the business development team, and is one of the users of this application says, "This is one of the best applications I've downloaded. Besides the basic setup, which took about two minutes, everything else is pre-configured or auto-detected. I feel safer knowing that help is just a shake away."

For a lot of people this app is a good safety measure. Says home maker Shamim Wagtmale, "When trouble arrives, a feeling of helplessness and fear can grip you. Just the assurance that you can inform your loved ones about your situation is a great idea. I would love to install this app as a safety measure."

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## How to download the SOS - Stay Safe application:

- The application is easy to set up. Just follow these steps:**
- Visit <https://play.google.com/store/apps/details?id=com.extentia.sos>.
  - Once it is installed, set a 4 digit security PIN.
  - Add your emergency contacts - phone numbers and email addresses of people you want alerts to go to.
  - Setup your email account if you also want an email to go out
  - Set the Shake Limit by following the on-screen instructions
  - The application will then be ready for use.



(Article continues below)

## Help is just a...

Says Ravinish Sasidharan, who has heard about the app, "I would install an app like for the entire family. If my wife is in trouble it is important to know where she is. As for my aged mother - in times of stress it is very hard for her to call somebody. If she is aware that she needs to just shake her mobile, she will be more comfortable when home alone. My kids go for a lot of parties, tuition and extra activities, to have an app like this installed on their phone would give me feel at ease. At least I know that my loved ones can reach me in a very simple way."

According to Farah Nesargi, Sr. Product Manager, "SOS Stay Safe! is different from other similar apps in the market. It allows users to quickly and easily send out SMS and email alerts to their emergency contacts. An audio clip of the user's situation is also sent via email. We have implemented this patent-pending technology for Android based smartphones to empower users in any emergency. We are committed to the application and will continue to support and enhance it."

Umeed Kothavala, CEO of Extentia, sums up, "Mobile technology continues to give us ways to enhance our lives; This solution captures the need for safety and gives citizens the power to proactively address their security concerns. Leveraging our patent-pending technology, user insight expertise and in collaboration with safety experts, we're excited to make available this potential life-saving tool to the public, hoping that they will never actually have the need to use it."

### Scenarios where this app will be particularly useful...

- Being stalked when walking home from work
- Being followed by a strange vehicle at night
- Attempted assault or threatening environment
- A road accident in a remote place
- Hiking/camping/picnic emergencies
- Attempted burglaries at home
- A fall or accident needing medical attention