

# Now, an app for personal safety

Swati Shinde, TNN Jul 11, 2013, 04:30PM IST

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PUNE: Extentia Information Technology, a software development firm, has launched a mobile application called SOS - stay safe, to summon assistance during emergencies.

At a news conference, Umeed Kothavala, chief executive officer (CEO), Extentia Information Technology said, "This application is convenient, interactive, and easy to use - it transforms smartphones into personal safety devices."



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The application can be downloaded on smartphones and is a proactive solution to personal safety, according to the firm.

When users are threatened or in a situation needing emergency attention, the application will automatically send an emergency text message, the user's location and a recorded sound clip of the user on email, to preselected contacts.

This is done inconspicuously without anyone - an attacker or stalker - noticing the user's actions, said Kothavala.

Kothavala said, "The application represents a commitment to innovation for personal safety. 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."

The application can be used during incidences such as a road accident in a remote place, hiking, camping, picnic emergencies, attempted burglaries at home or a fall or accident needing medical attention.