School

8:45 am
Child arrived
at school

3:10 pm
Child arrived
at home

House

Office

Case Study

Organization
uKnow

Location
Virginia, United States

Industry
IT

Intelligence Product Gives Parents Peace of Mind

uKnow, the leading creator of parental intelligence systems, partnered with Esri to create uKnowLocate, a revolutionary suite of family locator services. uKnowLocate combines location data from social networks popular with teens and tweens using Wi-Fi positioning systems and GPS from iPhones and Android devices to enable parents to see their child's last known location.

Solution

uKnowLocate uses a geofencing capability powered by Esri's Geotrigger™ Service. Parents draw a virtual fence around a location of interest such as the home, school, mall or a friend's home. They can then configure customized alerts that they will receive when their child arrives in or departs from the geo-fenced location. uKnowLocate also enables scheduled, recurring check-ins, one-time check-ins, last known location updates, and visual location histories.

uKnow uses Esri's Geotrigger iOS and Android SDKs and the ArcGIS℠ Online web map to give parents the opportunity to create a virtual fence around areas of interest on a map and define customized notifications based on certain triggers. uKnow developers kept in mind the habits and lifestyle of teens and tweens who are often away from phone chargers. The Geotrigger Service's adaptive tracking-mode technology enables the app to gather location data while preserving battery life.

Technology

Esri's Geotrigger Service with adaptive tracking-mode technology allows companies to create location-aware apps for iPhone and Android without compromising battery life. Apps built on the Esri location platform quickly gather business intelligence such as where people are and when the app is used. Developers can design apps that send messages to users and/or other systems when they arrive at or leave areas defined by a geofence. Through Esri's ArcGIS Online, users can access and share maps on mobile devices or computers.

To learn more and sign-up for free developer account, visit
developers.arcgis.com.

"Our new uKnowLocate features make the uKnowKids service even more useful for parents and will help to give them even greater peace of mind as their children grow to be independent users of technology."

Steve Woda
President and CEO of uKnow.com

Understanding our world.