People Monitoring and Safety Solutions is the fourth consecutive report from Berg Insight analysing the latest developments on the people and pet tracking markets in Europe and North America.

This report in the LBS Research Series from Berg Insight provides you with 140 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

**This report will allow you to:**

- **Benefit** from 30 new executive interviews with market leading companies.
- **Identify** key players on the European and North American people tracking solution market.
- **Learn** about the latest propositions from family locator service providers.
- **Understand** the opportunities and challenges on the mobile telecare alarm device market.
- **Anticipate** future drivers for uptake of mobile workforce management services.
- **Predict** future trends in lone worker protection services.
- **Profit** from updated regional market forecasts lasting until 2021.

**Berg Insight’s LBS Research Series**

What are the real business opportunities for LBS on the global market? Berg Insight’s LBS Research Series is a unique series of market reports published on a quarterly basis. Each title offers detailed analysis of the most interesting LBS topics such as LBS platforms, location-based advertising, mobile personal navigation services and location-enabled content services. Once per year we also publish a summary of our research with detailed forecasts for the major regions.

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Which are the fastest growing segments for consumer oriented and professional locator devices?

People monitoring solutions that enable third parties to locate a person were introduced in the late 1990s. Today, most people monitoring solutions rely on GNSS and mobile communication technologies to determine the location of a person and transmit the data to a third party. Technological advancements have enabled dedicated battery powered GPS locator devices suitable for the mass market to become a reality. There are also a vast number of people locator apps that leverage the growing installed base of GPS-enabled smartphones.

Consumer-oriented people locator solutions range from family locator services that provide peace of mind for parents of children and teenagers, to solutions that assist caregivers of seniors and people suffering from various medical conditions. Family locator services that have been part of mobile operators’ LBS portfolios for many years – especially in the US – are now facing competition from free apps. The willingness to pay for operator services is declining as consumers’ awareness of free people locator apps has increased significantly in the past few years. Operators are therefore looking for additional revenues from related services, such as device management apps that monitor voice, data and app usage on children’s handsets. Besides family locator services, there are many location sharing services that have similar functionality but focus on slightly different needs and use cases by enabling the user to control exactly when the location is shared, with whom and for how long.

Many companies have launched GPS-based locator devices for parents that want to locate their children and teenagers. The market has been slow to take off, initially due to low awareness, poor performance and high cost. Today, more than a dozen companies have launched locator devices that are aimed at several consumer oriented applications such as asset, pet and child tracking. Examples include hereO, PocketFinder, Phillip Technologies, WTS and Yepzon. Several of the latest devices focus on ease of use and are designed to appeal to children. Berg Insight forecasts that pet monitoring is a segment with large potential. There are more than twice as many pets in Europe and North America as there are children aged 0–18 years. Most pet owners are very passionate about their animals and consider them as part of the family. There are a handful companies that develop GPS-based locators aimed specifically at creating peace of mind for owners of dogs and cats. Many of these locator devices in addition measure the pet’s activity to enable health

This report answers the following questions:

- Which market segments adopt dedicated locator devices?
- What is the potential market size for mobile telecare alarms?
- How has free apps affected the family locator market?
- What is the current status on the pet locator market in Europe and North America?
- Who are the leading providers of mobile workforce management services?
- What is the potential market size for lone worker safety services?
- Are smartphones suitable for lone worker protection services?
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About the Author

**André Malm** is a senior analyst with a Masters degree from Chalmers University of Technology. He joined Berg Insight in 2006 and his areas of expertise include location-based services, M2M/IoT platforms and several M2M/IoT verticals including smart cities and car telematics.

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