

Locate via mobile phone thanks to FamilyCare

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For the first time, Vietnam has a mobile phone tracking service

Mobile location service, also called **LBS** (Location Based Services), is developed on the basis of *GIS* (Geographic Information Systems) technology - geographic information system in conjunction with *GSM* positioning techniques, *GPS*. By integrating these technologies into mobile devices, operators will be able to offer a wide range of applications to their customers when their locations are identified.



Illustration.

Most of the forecasts in the world think that this is a service with great potential, from the estimates of the latest market research shows that the market for LBS services will have revenue from 7 to 8 million USD in the next 4 years. Therefore, mobile service operators are very interested in economic and technical issues when deploying this service on their networks.

LBS services include four main types: Location-based information services (Location based information

services) that provide selected information and convey to users based on their location; Calculating geographic location charges (Location sensitive billing) allows the ability to charge preferential rates based on geographical location; Emergency services when customers call emergency services from their mobile device, this service will determine the location as well as related personal information such as health status, blood type. . and inform the nearest time for the nearest police / ambulance / firefighters; and Tracking service (Tracking).

Currently, in Vietnam, Vinaphone is the pioneer in providing FamilyCare services - application detection service in personal relationships. Other operators like Mobifone are also trying to test the system to provide this service in the shortest time.

FamilyCare - multi-application detection service

As a detection service, FamilyCare is introduced as a ' *service that provides utilities to enable Vinaphone subscribers to receive location information (via SMS) of relatives and family members. like: Parents can search, manage the location of their children or other members* ". However, in fact, FamilyCare also has other applications such as:

- **Manpower management, vehicles:** often applied for taxi companies, transport . This service helps them know where their employees / equipment are to be able to operate effectively Best.

- **Managing members:** Similar to social networks (Yahoo, Skype, Gtalk .), Family Care allows users to achieve invisible (invisible), available (ready to talk). / share), add (invite friends) . so customers are free to decide their privacy.

- **Detection of artifacts:** used for both organizations or individuals who want to ensure something valuable can be found if stolen. For example, tracking cars or lost wallets contains mobile phones.

- **Man-finding service:** allows parents to know where their children are, or friends looking for each other, children follow old parents, etc.

Using Cell-ID positioning technology in conjunction with A-GPS, FamilyCare service can determine the name of the road that subscribers are controlled to stop. For large offices with BTS (broadcasting station), FamilyCare service can also identify the right number of houses. However, the above service is only valid in the coverage area of ??Vinaphone (subscribers require and subscribers receive information must be Vinaphone). Subscribers of other networks or subscribers roaming internationally are not allowed to share data to use these two services.

Moreover, since being developed on SMS platform, Family Care is very convenient for users, even the oldest phones can be used. To ensure privacy and security when using FamilyCare service, Vinaphone only sends messages informing the subscriber's location when the subscriber agrees.

Currently, Family Care service (used for all prepaid and postpaid packages) includes two packages: Family Finder that provides location information for confirmed subscribers on demand; Family Tracker has the function of providing location information for confirmed subscribers at the frequency of 15 minutes / time in a day.

To use the service, write DK (FamilyFinder) or TKN (FamilyTracker) to the number of subscribers to 9339. For FamilyFinder, the fee will be 10,000 VND / month, with FamilyTracker being 3,000 VND / day. To cancel the use of the service, customers only need to compose messages according to HUY syntax to 9339.

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