





**Look4help**  
**Dianne Pearson\* from Weltevreden Park, a Look4help subscriber, phoned Cellfind's Client Services and explained how the product had helped her in her time of need.**

### Case study

The incident occurred on the N1 Western Bypass at 04:00 on Monday morning. Dianne was driving to work (The Fresh Produce Market in Johannesburg City Deep) when she saw rocks spread out across the road. She panicked, knowing that this is a common hijacking tactic. She didn't want to slow down or stop, but there were too many obstacles strewn across the lanes. Her car skidded to a halt. The first thing she did was try to dial 112 and report her situation.

She looked up, there was a gun-wielding hijacker knocking on her window and shouting at her to hand over her mobile phone.

With adrenalin pumping through her veins, Dianne pressed her foot down hard on the accelerator and spun away from the scene, deciding that a damaged car is a small price to pay for your life. At the same time, she pressed the **Look4help** panic button (speed dial on her mobile phone), thinking that it may be her only chance of being rescued from this ordeal should she not be able to get away.

Seconds later, the recipients of her distress message (Dianne's mother, father, brother and

boyfriend) were trying to contact her. She arranged to meet her father and boyfriend at the nearest petrol station. After a while, her mother and brother also arrived to find out if she was in need of anything. She was very lucky to get away unharmed, but was very shaken up by the experience.

Dianne says that she truly believes in **Look4help**. No other emergency service was as instantaneous and helpful – the SAPS only responded to the 112 call two hours later. Those closest to you will do so much more to come to your rescue, and by knowing your location they have the ability to do something about your predicament.

\*Name has been changed



**Look4me** is a tracking service that allows cellphone users to track other cellphone users, provided consent has been granted. **Look4me** is available via SMS, MMS, USSD, WAP or the Internet.

**Look4help** is a voice-free panic button that allows the user to send a distress message including his/her location to up to four pre-specified cell numbers. Upon registration, the user simply saves a USSD code as a speed-dial, and he/she can rest assured that someone will be notified of their location in an emergency.