



FAMILY SAFETY



KEY HIGHLIGHTS

Life360 is Powered by Locaid®

Life360 believes that technology can allow parents to better protect their families, specifically by keeping their children safe. Life360 is like the neighbor you would find in a small town, looking out for the safety of you and your children. Winner of the Android Developer Challenger, today Life 360 protects millions of families.

Life360 turned to Locaid for their network-location needs, location-enabling their award-winning family safety application for non-smartphones.



“Strong cooperation between developers like Life360, aggregators like Locaid, and top tier carriers like AT&T and Verizon ultimately improves the customer’s experience on cell phones. Life360 is committed to working with our partners to protecting privacy while also providing enhanced security to families. Locaid has made it simple and easy for us to location-enable our applications because of the trusted relationship they have with the carriers.”

Chris Hulls, Co-Founder and CEO, Life360

Challenge

Hurricane Katrina in the Southern United States. Earthquakes and tsunamis in Japan. All over the world natural disasters result in desperate families trying to find their loved ones. Life360 customers can have some security even in the midst of such crises, made possible by Life 360’s family locating system. Many people, however, carry non-smartphones or feature phones without location-aware apps. How could Life360 offer their award-winning services to every single wireless customer, regardless of mobile device?

Solution

The answer was a quick connection to the Locaid platform. Locaid combines cross-carrier location data through a single gateway, allowing for the location of all phones, ordinary ones included. Life360’s users are members of families—spouses, children, parents, and teens—who care about the safety of each other. Locaid can locate them all.

Results

Since launching with Locaid, Life360 has seen its customer base skyrocket. Thanks to Locaid, Life360 can now offer a more comprehensive safety service to its customers. With over 4 million users and growing, ubiquitous location from Locaid is helping Life360 help families feel more secure, every minute of the day.



Got Location?™

To learn how Locaid, the world’s only Location-as-a-Service (LaaS) provider, provides mobile location and more, visit www.Locaid.com, and get your LOCATION API at <http://developer.loc-aid.com/getit>.

About Locaid

Locaid is the world’s largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including **América Móvil, AT&T, Rogers, Sprint, T-Mobile** and **Verizon Wireless**. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>