

COMPANY PROFILE

Trackting projects and produces smart GPS anti-theft devices to track, monitor and protect 2 and 4-wheeled vehicles: motorcycles, cars, vans, bicycles, scooters and, since 2020, also e-bikes and small electric vehicles.

Trackting is broadly renowned for Smart Alarm, which today is considered by thousands of consumers the best anti-theft device for motorbikes (reputation score: 4.8 on Trustpilot Italy and 4.5 on Amazon Italy).

The need - The worst part of having a motorbike or car stolen is not just the money loss, but the emotional shock. The pain for losing a connection with some of our best memories and experiences is stronger than any economic injury.

Since its birth, Smart Alarm has given peace of mind to more than six thousands of riders and drivers, while many people have found their motorcycles or cars after being robbed.

Studies have shown that after a theft only 30% of the vehicles are found, and mainly in the first 48 hours.

For this reason, Smart Alarm lets the user react quickly, especially during what is called the “moment of panic”.

In case of theft or tampering, the device immediately sends an alert notification and a phone call to the owner, and starts tracking the vehicle. In a while, the user can call the police, just by selecting a button, or share the vehicle position with someone else.

The product / Smart Alarm - Smart Alarm enables high-performance components to work with a solid Cloud infrastructure and a sophisticated firmware. The result is a smart Gps device, extremely reliable for tracking, theft detection and, of course, battery saving.

It is made of two parts: the Tracker and the keyholder wireless Tag, which lets the Tracker automatically start monitoring as soon as the owner parks the vehicle and leaves. From that moment, if someone tries to move it, Smart Alarm sends an alert notification and a phone call to the owner, while it starts tracking the vehicle, showing its position, speed and direction in real time on the map.

Easy to install and manage via App, Smart Alarm is the first anti-theft Gps device with a cost-free embedded eSIM multi-operator (European coverage, 49 countries): no monthly fee is required.

Shop on [Trackting store](#) or [Amazon](#) at **249 €**.

The company - With Smart Alarm, in 2018, Trackting was born as a brand, and soon became the very company name of a firm that has been operating in IoT and GPS devices for 10 years, led by CEO Claudio Carnevali.

During this time, the team has realized more than 500 thousand devices still working throughout the world.

Nowadays, the company has two headquarters in Italy: one in Rome and one in the Marche region, which is historically voted to manufacture.

Trackting is what can be called a real example of Italian craftsmanship applied to the digital industry. That's why the company has created the concept of 'digital craftsmanship', to describe the extreme attention to details that leads every step of the process.

As an innovative IoT-oriented company, Trackting believes in the unbreakable connection between technology and the human factor in every step, from product making to customer relationship.

The brand promise reflects the company mission statement: giving consumers the peace of mind of always keeping under control what they love, in the easiest way.

For this reason, the consumer experience has always been the inner focus of Trackting reputation since the very beginning, and so it is today.

The story - The idea of Smart Alarm began with a real story: the CEO Claudio Carnevali got his Hornet robbed in 2016. After a little accident, he parked his motorcycle not far from home, but in less than 2 hours he realized that it had been stolen.

Soon the desire for revenge overtook the first shock. As an entrepreneur with a high experience in IoT, he decided to invent the best anti-theft device ever, so to go back riding a motorbike - but this time with no worries.

From the day of the accident to the launch of Smart Alarm, it took a few months. The first GPS anti-theft device with a cost-free embedded eSIM was displayed at Eicma 2018, the international motorcycle fair which takes place every year in Milan, Italy.

Thanks to this success and to the experience in the 2-wheeler market, at the end of 2020 Trackting also entered another segment with EVO, a special device for e-bikes, S-pedelec and electric vehicles. Since then, the company has decided to deliver additional services with this device, such as insurance policies (anti-theft policies and instant insurance for renting) as well as fleet management plans, which the customer can purchase via App.

In 2021, with some e-bike manufacturers Trackting has started developing the first tests for the device integration.

Link to Smart Alarm website: www.trackting.com/smartalarm/en

TECHNICAL FEATURES

SMART ALARM V.2

- GPS: Module with high sensitivity active antenna. Accuracy
- GPS Accuracy: Parking 5-30m; Alarm mode < 5m
- Motion sensor: Triaxial MEMS accelerometer
- Connection: embedded eSIM with European coverage (49 countries)
- Battery life: up to 6 months in standby, 4 months in “standard” use
- Battery charging via microUSB connector
- Size: 62x44x23mm
- Weight: 70 grams
- Keyholder Tag (battery included CR2032, replaceable when discharging)
- Water resistant: IP56
- Operating temperature: -20/+50°C
- Requirements: Compatible with iPhone (>iOS11) e Android (>6)
- Package contents: 1 GPS Tracker, 1 keyholder Tag, 1 USB charging cable, Trackting CARD, double-side tape and plastic ties, spare part bag with 1 Tag battery and 1 rubber seal for USB port, Instruction manual.
- 2-year Guarantee
- Designed and manufactured in Italy

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