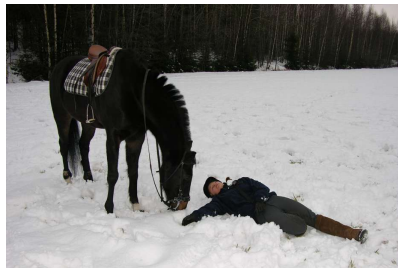


# An unique Benefon solution for horse riders

## Customer need

The Equestrian Federation of Finland is the national organisation for horse riding in Finland. The Equestrian Federation of Finland promotes horse riding as a sports and physical exercise form, organises riding competitions and develops riding teaching and training. This federation promotes also strongly safety in horse riding. They found out about Benefon's solution and decided to start offering a security solution in cooperation with Benefon, Horze (an eShop for horse riding goods) and Vetcare (online portal for vets and pet owners)

The Equestrian Federation of Finland promotes safety in horse riding



## The Solution

Horse rider will carry a Benefon Track One NT 2.0 –phone when he is riding alone and a team leader/other recipient will have a Benefon Commander NT phone. If the horse rider needs help e.g. has fallen off the horse, he can press the alarm button on his phone. His positioning information will be sent via SMS to recipient's Benefon In Charge –tracking software where his location can be seen in a map immediately. Benefon developed “man down” battery sends an alarm automatically if the phone is turned vertical. This way the alarm message is sent even if the horse rider cannot press the alarm button himself e.g. is unconscious. As soon as the alarm message is sent, the device will start dialling to pre-defined numbers in the phone as long as one of them replies.

Phone can also send alarm message automatically



# Customer benefits

The use of this safety system is simple. Horse Rider's Security Solution offers an advanced way to locate a person in need of help as soon and as easy as possible. This solution gives a competitive edge for the stables who offer different kind of horse riding possibilities e.g. trips to the forests etc. and secures lone riding people. It also offers peace of mind to the parents of riding children who know where they are and that help is easily sent if something happens. It is also easy to ask for your location if you get lost. Co-ordinate information of the location can also be sent to a different person than the alarm call is made.

The use of this safety system is simple



# Customer testimonial

“Safety is the main theme for our organisation for the year 2005. We are going to analyse all the risks in horse riding and invest in increasing security in all fields of horse riding. We see Benefon's security solution as a great extra to make functions in the stables even safer. Horse riding as a hobby has increased a lot lately and especially cross-country riding and trekking have become very popular. We think that this safety solution is especially good for stables who offer these kind of services”, tells Fred Sundwall, Secretary General of the Equestrian Federation of Finland.

Safety is the main theme for 2005

