

PFO TECHNOLOGIES

PFO smart bracelet for Civil Rights Defenders as featured on Al Jazeera

Within hours of launch Civil Rights Defenders' Natalia Project GPS bracelet, developed and manufactured by PFO Technologies, reached the world's major news channels. Arabic broadcaster Al Jazeera visited Stockholm, Sweden to gain insight into the world's first assault alarm for human rights defenders at risk.

[Civil Rights Defenders](#), in collaboration with [PFO Technologies](#), launched the bracelet which alerts social media sites Facebook and Twitter, as well as the organisation's headquarters, using a mobile signal to notify of an attack or kidnapping, and issuing a real-time GPS location of the victim.

The [Natalia Project](#) is named after Natalia Estmirova, a human rights worker who was kidnapped and murdered in the North Caucasus in 2009. The same year PFO Technologies began work to develop their tracking bracelet with alarm and GPS. The technology, developed by PFO's team of military surveillance engineers, aims to prevent tragedies such as that of Natalia Estmirova from happening again. By informing the world on social media outlets, people everywhere can get involved and put pressure on the oppressive regime.

Watch the Al Jazeera report here: http://www.aljazeera.com/news/europe/2013/05/201356142739377556.htm#_UY9qEicGfo.facebook



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PFO Technologies is a Swedish technology firm. [PFO](#) combines design, function and security. Behind the technology are developers of military robotic surveillance, behind graphic design is the Grammy awarded graphic designer [Stefan Sagmeister](#), and behind the design the celebrated Swedish designer [Oscar Magnuson](#).

Behind PFO's mission to make the world better and safer are names like football manager Sir [Alex Ferguson](#), Australian Open and Davis Cup winner Thomas Johansson, and entrepreneur and mediaman Richard Båge.