



GPS ALARM BRACELET WINS BIG AT GOLDEN EGG AWARDS

The [Natalia Project](#), the world's first assault alarm for human rights defenders, won two gold and one silver at the 53rd annual Guldägget Awards in Stockholm. [PFO Tech](#), suppliers of the GPS bracelet and tracking system, joined the creators of the project, [RBK Communications](#) and [Civil Rights Defenders](#) at the ceremony.

The Guldägget is Sweden's oldest, largest and most prestigious competition in creative communication. For the Natalia Project, it was the culmination of being one of the most awarded digital campaigns of 2013, having earned recognition for using innovative technology to safeguard individuals at risk. In his acceptance speech, Robert Hårdh of Civil Rights Defenders said, "This campaign is for real, it saves lives."

The Natalia Project was launched in April 2013 as a security solution for human rights activists at risk. In the case of an assault, a wearer can directly notify the Civil Rights Defenders, as well as the world through social media. PFO Tech developed the assault alarm bracelet, GPS tracking system and social media integration behind the Natalia Project, opening the eyes of companies and organisations worldwide to the importance of enhancing the safety and security of their staff. The bracelet and system, which is easily integrated into individual company security platforms, now protects journalists and lone workers around the world.

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[PFO Tech](#) is a Stockholm-based technology firm providing companies and organisations with GPS personal security systems, including tracking devices, mobile applications and hosting service.