

# TRAILTRACKER

**The Next Generation of Physical Security Surveillance**

*Take Control of Your Personal Safety*

*A Surveillance Method and System Developed and Patented*

*by [Greenline Analytics](#)*

[US Patent No.: US 10,045,156 B2](#)

**Demo App, Summary and Prospectus Accessible at**

<http://trailtrackerdemo.com>

## 1. EXECUTIVE SUMMARY

### **A Public Surveillance Utility Supported By A Subscription-Based Service That Allows Users To Identify And Track Anyone Anywhere**

The technological innovation known as TrailTracker (Patent No.: US 10,045,156) constitutes a method and a system of indiscriminately collecting everyone's mobile phone beacon data in order to compile in a cloud-based archive a comprehensive portrait of each person's public movements, including identities, geographical trails, speeds and motions. Utilizing dedicated RF detectors and phones containing the crowd-sourcing app as the sensor grid, this surveillance service harvests only the unique unencrypted plaintext networking identifiers from the beacons regularly broadcasted by mobile phones (a default background process already performed by Android and iOS devices.)

**TrailTracker does not detect or record encrypted communications like phone calls, text messages, contacts, phone numbers or user-entered internet traffic.** Employing advanced data analytics, other online sources of personal data, and synthesis with both maps and a variety of short-range and long-range video surveillance services, this security system generates tabular data, visualizations and personal profiles of everyone.

**Anyone can** download the free app to their mobile device to **create a "Guardian Angel" record of everyone near that device and access advanced "Call 9-1-1" features.** **Paid subscribers can** access the database to investigate specific GPS trails, view detailed personal profiles, and enable watchlists. Features include the capabilities to **track the detailed movements of anyone (known or unknown) manually, view detailed personal profiles of anyone, and enable text-message alerts** from proximity-based automated surveillance **of personally watchlisted individuals, groups or places** -- such as yourself, loved ones, registered drunk drivers, subjects of restraining orders, registered sex offenders, terrorist suspects, persons at risk of committing gun violence, other potential criminals, or high-crime areas. The watchlist also allows users to enable TrailTracker's built-in "hardware-free" **security alarm system for homes, schools, businesses and government offices that combines digital and video monitoring.**

By utilizing the watchlist, governments and law enforcement officers can multiply their manpower and warrantless capability for monitoring suspects and enforcing street traffic laws. By conducting a search, they can view **detailed crime-scene reconstructions** to investigate cases and acquire evidence acceptable for presentation in a court of law. Business owners can monitor employee behavior and augment inventory control. Advertisers like Amazon can assemble valuable individualistic marketing data on the verifiable habits and preferences of most people in order to refine targeted advertising capabilities. **Without violating any privacy laws or requiring substantial overhead costs to the service provider, the software-driven TrailTracker system can provide subscribers comprehensive physical security surveillance at a price that the average citizen can afford.** There exists no similar technology in the market of physical security surveillance; ownership of the patent equates to control of the new multibillion-dollar industry of mobile-phone-beacon-based physical-security mass surveillance (MOPS.)