

CP PLUS Launches EzyTrack – Be Close to Your Kid Anytime, Anywhere



India's largest security & surveillance brand, CP PLUS, has announced its entry into a new and upcoming category of **Child Security** with the launch of a unique range of Kids Smartwatch – EzyTrack. It allows individuals to easily track, monitor and connect with their children at any time and place. There is a wide gap which has been filled up by CP PLUS for the security & safety of the kids through the latest EzyTrack series of kids watches.

According to the data of the National Crime Records Bureau, there were 5769 child victims of kidnapping & abduction in Delhi in 2016. Hence the security of the kids is the prime importance for parents today. Seeing the necessity and challenges faced by working parents, CP PLUS has introduced EzyTrack, which is very much relevant to the needs of modern-day parents.

EzyTrack smartwatches for kids have various exciting in-built features essential for both children and parents. Available in different models and colours, they support touchscreen for ease of use, SOS emergency button to quickly send messages to the parents, and two-way communication. With GPS tracking parents can identify the real location of their kids. In addition, geofence alert can be set up for a real-world geographic area. EzyTrack kids' smartwatches also come with other advanced features like iOS and Android apps, inbuilt camera, voice chat, find friends, pedometer, low-battery alert and watch taken off alert. These smartwatches are very handy not only to children but also for elderly people.

According to Aditya Khemka, MD, CP PLUS, "We are committed to bringing the essence of safety and security to every household in the country. Our new introduction CP PLUS EzyTrack is a step in this direction especially focused onto the safety of our future generation which is the kids of today. We are confident that this product will bring a lot of peace and ease to the parents at large, and thereby bringing them a sense of security."

"EzyTrack watches from CP PLUS are designed to be attractive and functional both. Our smartwatches for kids are designed keeping interactive safety measures in mind. They come with the newest features that help parents to ensure the safety of their loved ones. With EzyTrack we offer an ultimate solution that helps parents to monitor their kids' activity via mobile," said Yogesh B Dutta, COO, CP PLUS.



It's like a wrist-based smartphone for your kids. Apart from the aforesaid innovative features, EzyTrack watches have a great durable design, simplistic interface and high reliability of the brand. EzyTrack is available at a starting price of INR 3199 at key outlets and online stores.

About CP PLUS: CP PLUS, India's Largest Security & Surveillance Brand, headquartered in Delhi NCR CP PLUS aims to reach out to the masses with this partnership further making them aware of the need for the intelligent security and surveillance in the society at all levels. The brand stands as the youngest and fastest brand to enter the club of Top 4 security companies in the world and Top 2 in Asia, as per Latest IHS Survey. CP PLUS's wide portfolio of products and solutions are monitoring and securing millions of locations across the globe in diverse geographies, ranging from highly sensitive defence locations to government buildings to vital infrastructures, transportation, hotels, hospitals, educational institutes and homes, with a highly satisfied customer base.

Company's Website Link: <http://www.cpplusworld.com/>
