

Reprinted with permission by:

Leon Valley Spring Times - September 2005 Issue

DIGIKIDS® provides parents with high-tech child ID system

By Rachel Friedrich LST Editor

Imagine this. You are enjoying a day of family fun at SeaWorld. As you are leaving the Shamu show, your 4-year-old lets go of your hand and disappears into the crowd. An instantaneous wave of panic sweeps over you as you frantically scan the crowd hoping to catch a glimpse of your child.

But you remember you have a DIGIKIDS® Child ID Kit in your wallet. You run to the SeaWorld offices and pop your DIGIKIDS® CD into one of their computers. In seconds you have full-color posters printed out of your child and are able to post them at all the exits to the park. Because of this ID system, your child is thankfully found within the hour.

To lose a child has to be every parent's worst nightmare. This scenario is actually one of the least scary ones. What if your child was to run away, or worst of all, be abducted? Would you know what to do or even have the presence of mind to do it?

In response to the more than 2,000 missing children reported in the U.S. each day, DIGIKIDS® created its Child ID Kit. This kit allows parents to provide law enforcement officials, the media, the National Center for Missing & Exploited Children (NCMEC) and other agencies with two high-resolution photos along with medical and identifying information to aid in recovery efforts. And the CD slips right into your wallet and works in any PC's CD drive.

Now brothers Brent and Jentry Poss have made the DIGIKIDS® program available in San Antonio by opening a franchise here in March, leaving their locally operated family trucking company. The Posses cover Bexar plus nine other surrounding counties, including Comal, Guadalupe and Wilson counties.

"We were looking for something to give back to the community and wasn't already tapped into," said Jentry.

As parents, a child ID system seemed a logical endeavor for the brothers. After researching other child ID companies, they discovered that all the others provide a card only.

"I wondered what use a card was," said Jentry. "We thought about what we would do in the situation of a missing child."

He says people get confused between identifying tools such as fingerprints or DNA and locating tools such as flyers. An ID card can give only identifying tools, while the

DIGIKIDS® CD goes one step further — providing the parent and search officials with locating tools.

According to the NCMEC, far too many parents are not prepared to act in a missing child emergency. Most importantly, DIGIKIDS® Quick Response software can get this vital information into the hands of authorities anywhere in the world within minutes — important since NCMEC says acting within the first 20 minutes following a disappearance is absolutely critical.

By utilizing a DIGIKIDS® CD, parents are only moments away from distributing pre-formatted flyers and posters — complete with high-resolution photos and last-minute details — anywhere in the world via email.

"The electronic delivery to law enforcement officials of a child's digitized photo can save crucial time, since the chances of safely recovering a child are much greater within the first few hours immediately following a child abduction," says John Walsh, founder of the NCMEC.

And using the DIGIKIDS® CD is extremely easy — something else very important since many people do not think clearly when they are panicked. It has a built-in email program to disseminate the information and software that walks you step-by-step through the process of filling out forms, notifying officials and printing posters and flyers.

Similar to tax preparation software, the forms required by law enforcement are on the CD. The software just asks you a series of questions and uses your answers to fill in the forms properly.

Kate Kohl, director of the local Heidi Search Center, knows all too well the value of time in a missing child emergency, stating that "DIGIKIDS® is the only Child ID I have ever seen that I would actually buy for my children."

The service is available through schools and daycares, any organization that wishes to host an event. They even recently held a successful event at Red McCombs Toyota.

The DIGIKIDS® ID's are produced on site in minutes. This program allows a perfect opportunity for any local business wishing to sponsor a DIGIKIDS® safety event as a means of giving back to the local community or its employees. "At \$15.95, we feel the program is affordable enough for every parent to have, but we also are very proud to give \$2 back to schools and charities, such as the Heidi Search Center, for every kit we sell," states Jentry Poss.

For more information, please visit www.digikids-id.com or call (210) 200-8458.

To schedule an event of your own, call (210) 200-8458.