

TrackingTheWorld, Inc. Now Offers Internet-Based Private Label GPS Tracking Software

Versatile GPS tracking software provides income opportunities.

Burlingame, CA --November 23, 2007--"TrackingTheWorld, Inc., leading developer of GPS technology, now offers powerful web-access GPS tracking software which allows licensees to sell GPS tracking services to their own customers.

Designed for use with TrackingTheWorld equipment, the versatile GPS tracking software provides income opportunities through both recurring monthly service contracts as well as equipment sales. Gilbert Walz, CEO of TrackingTheWorld said the GPS tracking software is an easy all-in-one way to enter the GPS tracking market. "Launching your own GPS tracking service with our GPS tracking software is a convenient and cost-effective solution which provides a fast way of generating income," said Walz.

TrackingTheWorld GPS tracking software operates globally where GSM is available using the software owner's server, which can be any PC running Windows XP or Vista operating systems. "Our GPS tracking software allows instant and on-demand access to highly-sophisticated GPS tracking capabilities using customers' existing PC hardware," said Walz.

TTW's GPS tracking software is compatible with Google Earth, Google Maps and Virtual Earth, which are all widely available at no charge. Coupled with the use of the free applications, TrackingTheWorld GPS software users have access to even more convenient and useful features including route playback, 3D animation, bird's eye view, and aerial view. As an additional service, TrackingTheWorld now offers the incorporation of clients' customized maps for use with the GPS tracking software in the event that more concise maps are needed or desired.

With packages for commercial service providers, or businesses seeking asset tracking solutions for their own use, TrackingTheWorld GPS tracking software provides a hassle-free solution for the distinct needs of those tracking anywhere from a single vehicle up to an unlimited number of vehicles.

With no recurring or per-asset charges, the purchase of TrackingTheWorld GPS tracking software includes training and documentation assistance in setting up and operating the system as well as ongoing upgrades when updates and enhancements are added. "Our clients will always have the latest, most state-of-the-art GPS tracking software available," said Walz.

Based in Burlingame , California , TrackingTheWorld, Inc. is a global leader in the

development of GPS tracking systems and GPS tracking software. In addition to licensing software for private use, the firm also has openings for distributors interested in providing cutting-edge GPS tracking devices to their own customers.

For more information about TrackingTheWorld, Inc. GPS tracking software, distributor opportunities, or GPS tracking devices, please visit www.trackingtheworld.com or call 1-650-692-8100.

<http://www.trackingtheworld.com>