



Innovation > Nonprofit & Social Cause > Trendy shoes use GPS so parents can keep track of their kids

## TRENDY SHOES USE GPS SO PARENTS CAN KEEP TRACK OF THEIR KIDS



NONPROFIT & SOCIAL CAUSE

### **Created in China, Budiu are a pair of kids' sneakers that feature embedded GPS locators so parents know where they are.**

For a reason unknown to parents, kids are constantly doing their best to get lost or wander off into some sort of danger. In the past we've seen the [Sync Smartband](#) send alerts to parents if their child moves out of their sight. Created in China, [Budiu](#) are a pair of kids' sneakers that feature embedded GPS locators so parents know where they are.

Developed by [Angela & Lucas](#), each pair features a GPS chip integrated into the tongue of the shoe, able to pinpoint their location to within 3 meters if the child is outdoors and 50 meters if they're indoors. Within the companion app, parents or guardians can check the whereabouts of their kids on a map. They can even check the location through street view mode or quickly message them without leaving the app. Budiu also gives parents the option to set up a safe zone that alerts them if their child strays outside of it. If the child loses the sneakers or they get stolen, the app can also help locate them.

Interestingly, the company is looking to offer a service as much as it is a product. The shoes can be personalized through the online store so kids can pick their own designs. For parents, the app doubles as a social network where they can communicate with other parents and share tips on how to keep kids safe. The shoes also aren't available to buy outright. Instead, parents pay for the GPS usage at a cost of RMB 730 over 2 years. As part of this package, they get 4 free pair of shoes and 1 free chip. Considering how often active kids arrive home with a ruined pair of shoes, this could prove economical for parents.

Watch the video below to see the Budiui kit in action:

Cleverly marketed to appeal to today's kids, the sneakers offer technology to provide parents with peace of mind without having to add a new item to their wardrobe. How else can wearable technology be integrated into the clothes we already wear?

13th November 2014

Website: [www.ebudiui.cn](http://www.ebudiui.cn)

Contact: [www.andl.com/article.php](http://www.andl.com/article.php)