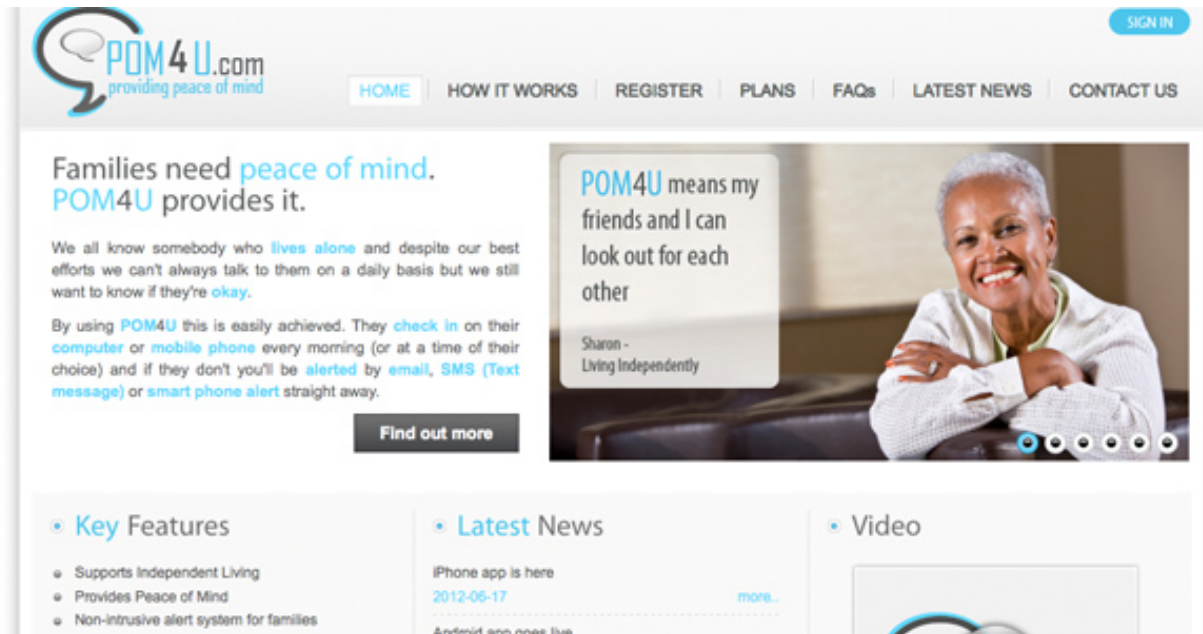


Service helps users keep tabs on solitary loved ones via daily check-ins



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It can be difficult not to worry about loved ones living alone, and that's certainly true when they're elderly. Last year we saw the launch of the [Mi-Look](#) device for monitoring seniors, and recently we came across [POM4U](#), a web-based service designed to help users keep tabs on any loved one living or traveling on their own.

To deliver peace of mind (POM) to concerned friends and family members, London-based POM4U requires solitary loved ones to perform daily check-ins. Users on their own simply check in quickly on their computer or mobile phone every day at the time of their choice — apps for both Android and iPhone are available. Check-ins can also be arranged for one-off situations, such as when they go for a walk alone. Either way, if the user fails to check in, those on their “peace of mind” list get alerted immediately via email, SMS or phone. What separates POM4U apart from other similar offerings we've seen, however, is that it also hosts social network-style functionality, enabling groups of family and friends in an individual's circle to share photos, videos and an online address book of key contacts. After a free month's trial, POM4U pricing begins at GBP 3.99 per month.

Technology and mobile apps have proven before how they genuinely improve quality of life in a manner of ways, and surely personal safety applications are among the most compelling. App-minded entrepreneurs: what could you bring to the table?

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