

# tracesafe

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## **TraceSafe Deploys Pilot Programs Aboard International Cruise Lines**

**January 19, 2021: Vancouver, BC – Tracesafe Inc., (“TraceSafe”) (CSE: TSF)** a global leader in wearable safety tech, including contact tracing and quarantine management, is proud to announce their first series of pilot projects in the cruise ship industry. The series of tests is underway with multiple major European operators.

In 2018, the global cruise industry was worth approximately \$150 billion and carried around 30 million travelers. From 2005-2019, the cruise industry saw an annual growth rate of 5.4%, and was only slowed down by the COVID pandemic. Now, major cruise liners around the globe are turning to technologies like TraceSafe to help keep their passengers and crews healthy and safe.

This initial pilot program with TraceSafe’s European partners consists of crew-only port operations while COVID restrictions are still in place. Crews on board are using TraceSafe’s tags, wristbands and gateways, which are specifically designed to provide high reliability, even in areas that can only be reached by satellite.

New guidelines from the US Center for Disease Control for the cruise industry require additional technological capabilities around proximity and alerts. TraceSafe’s extensive global experience providing contract tracing technology and social distancing management solutions in health care, international airports, sporting events, and national deployments means it is well placed to deliver a tailored solution for the cruise industry’s revival. TraceSafe is also well positioned to adhere to stringent international privacy laws, including Europe’s General Data Protection Regulation.

### **About TraceSafe**

TraceSafe is a full suite of real-time location management services and contact tracing solutions enabled through advanced low power bluetooth beacons and enterprise cloud management. TraceSafe’s leading cloud management solution ensures both user privacy and comprehensive administrative control. TraceSafe’s patented contact tracing bracelet has already been deployed in mission critical quarantine applications around the world in partnership with leading governments. In addition to their government work, TraceSafe is developing leading edge solutions for Enterprise, Healthcare, Education, Government and large-scale venue management.

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