

**FOR IMMEDIATE RELEASE**

***Woollies tracks wayward Trolley's***

Woolworths is taking the frustration away from local communities and councils by using the power of location-based services and crowd sourcing through the introduction of new Trolley Tracker Smart Phone App.

Costing Woolworths around 50 million dollars annually, in collection and replacement of lost, stolen and abandoned trolleys. To combat and reduce this cost Woolworths and other retailers are looking for opportunities to locate their trolleys. Helping wayward trolley's not only to be found but also reducing the environmental impact and frustration within the local community.

Woolworths approached Trolley Service Australia to develop a Smart Phone App which runs alongside their already established Trolley Tracker hotline and website. To location enable the application Trolley Services Australia leveraged MapData Services location-based webservice. The location-based webservice works in conjunction with the smart phone's GPS location to pinpoint the address of the trolley, then based upon the users' location it reports the exact location of the trolley to a local Woolworths trolley collection team.

To find out how MDS can help your organisation leverage the power of location-based services contact [info@mapdataservices.com](mailto:info@mapdataservices.com) today.

**ENDS**

**MapData Services Pty Ltd** (MDS) have been developing geospatial databases and hosting online map-based applications since 1998. MDS has built an enviable reputation as a specialist in developing and using geographic information systems (GIS) and related data to solve real-world business problems. MDS designs and builds geo-applications and can host GIS applications on your behalf. Our data and services are employed by some of Australia's largest blue chip companies and in multiple Government departments. Clients include Medicare, Australia Post, Woolworths, News Limited amongst many others. MDS data powers popular internet mapping systems such as Google Maps, Google Earth and Microsoft Bing Maps.

With offices in Australia and New Zealand, our three divisions work seamlessly together to provide customised, quality solutions for your business mapping needs, whether they be hosted online applications, digital mapping products, or consulting services.

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