

CyberTracker



Towards a Worldwide Environmental Monitoring Network

Our Mission is to help communities to monitor their own environment

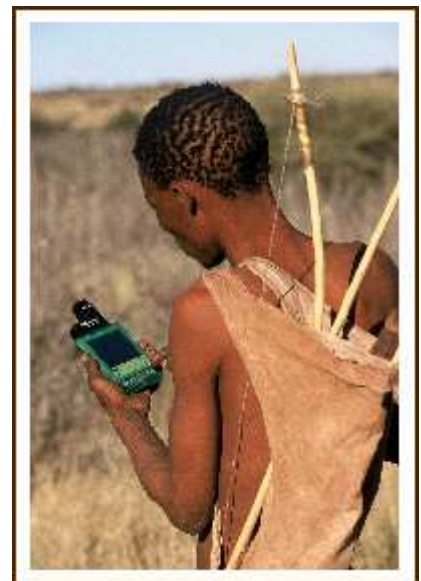
- with software that is free and easy to use by all people, regardless of their level of education.
- by providing tracker evaluations to help people develop their own practical observation skills.

CyberTracker is the most efficient way to gather large quantities of geo-referenced data for field observations, even by non-literate users, at a speed and level of detail not possible before.

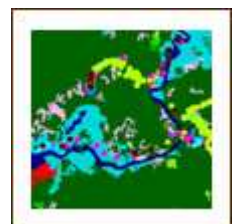
From its origins with the Kalahari Bushmen, CyberTracker projects have been initiated to monitor gorillas in the Congo, butterflies in Switzerland, the Sumatran rhino in Borneo, jaguars in Costa Rica, birds in the Amazon, wild horses in Mongolia, dolphins in California, marine turtles in the Pacific and whales in Antarctica.

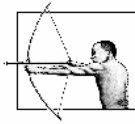
CyberTracker is being used in national parks, scientific research, citizen science, education, forestry, farming, social surveys, health surveys, crime prevention and disaster relief.

Our ultimate vision is that smart phone users worldwide will use CyberTracker to capture observations on a daily basis. Data streaming into the Internet will make it possible to visualise changes in the global ecosystem in real time.



Louis Liebenberg, Managing Director of CyberTracker, is an Associate of Human Evolutionary Biology at Harvard University and a Laureate of the Rolex Awards for Enterprise. CyberTracker has received worldwide media coverage.



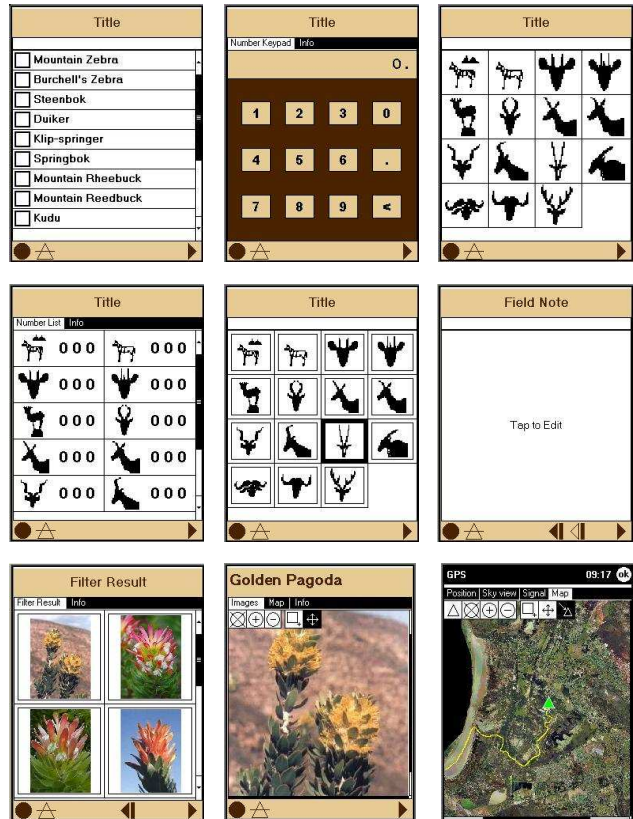


CyberTracker Software

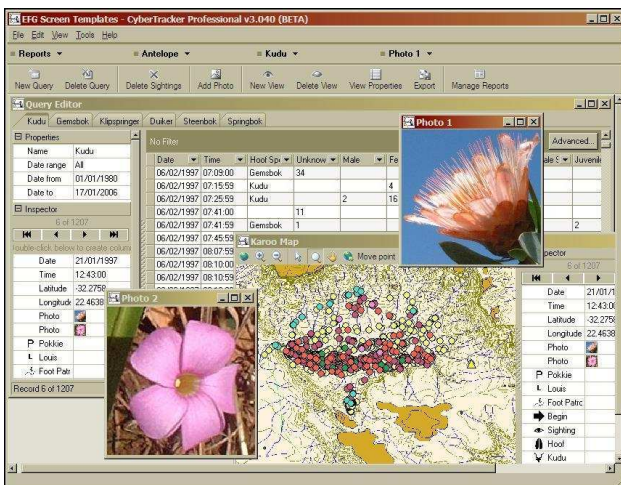
Scientists and conservationists benefit from the icon interface enabling significantly faster data collection than text interfaces or written methods. Data has few or no errors because of CyberTracker's unique Interface design

The CyberTracker software allows users with no programming skills to:

- Customise an Application
- Design and Edit a Database
- Create an Electronic Field Guide with a Species Identification Filter
- Gather geo-referenced data and photos with PDA or smart phone with GPS
- Send data to a central FTP site
- Navigate with GPS Field Map
- Query and View data on Desktop PC with Maps, Tables and Photo Views
- Effort of Patrol and Index of Abundance
- Export data for advanced analysis to MS Excel, eXtended Markup Language (XML), ESRI Shape Files, Web Page (HTML) or Comma Separated Values
- Use CyberTracker Import and Export system to share data with colleagues
- Change Database over the life of a project without losing existing data



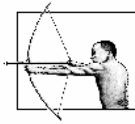
Icon or Text design saves time in the field. The Electronic Field Guide and Species Identification Filter are integrated into the Application design



Capture Photos with smart phone camera attached to data points and GPS position.



Application Design: Selecting screen templates and linking them together requires no programming skills.



Master Trackers

Revitalising the ancient Art of Tracking and developing a New Science to monitor the impact of Climate Change on Biodiversity

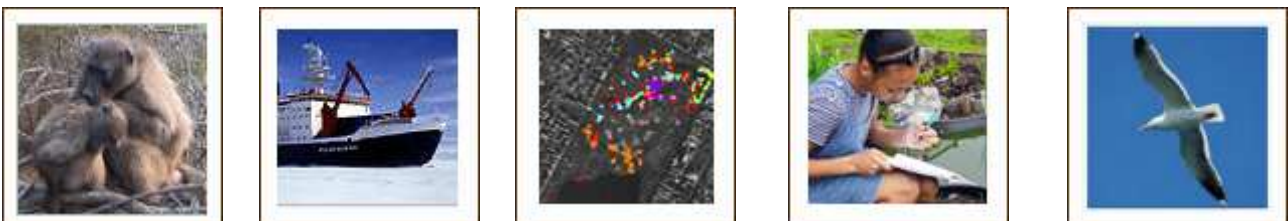
The Art of Tracking may well be the origin of science. After hundreds of thousands of years, traditional tracking skills may soon be lost. Yet tracking can be developed into a new science with far-reaching implications for nature conservation. It is crucial to identify the last few remaining master trackers still alive and to help them pass on their traditional tracking skills to the younger generation.

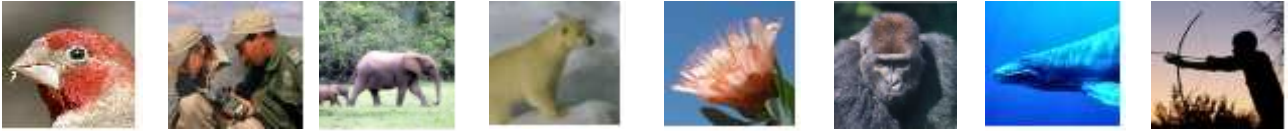
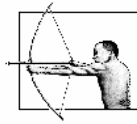
It is also our mission to help people develop these skills in other parts of the world. Practical observation skills will help to improve the quality of the data gathered with the CyberTracker software. We developed Tracker Evaluations over the last 15 years in South Africa, the USA and other countries, where it is being used to evaluate field observation skills of wildlife biologists.

Involving scientists and local communities in key areas of biodiversity, CyberTracker combines indigenous knowledge with state-of-the-art computer and satellite technology. Public participation in Citizen Science will also help to develop environmental awareness.



More than 50 000 potential users have downloaded the CyberTracker software and our website has received visits from more than 14 000 cities in more than 210 countries. By distributing CyberTracker as freeware we helped numerous independent initiatives to get off the ground, which we hope will result in unrestricted growth of environmental projects worldwide.





Media Coverage

TV coverage of CyberTracker include: CNN (World-wide), ABC News (USA), BBC News (United Kingdom), BBC (Tomorrow's World, United Kingdom), BBC World (World-wide), Sky TV (World-wide), ITN TV, ABC News (Australia), National Geographic Today (USA), Discovery Channel Europe, Discovery Channel USA, Discovery Channel Canada, VARA, Jules Unlimited (Netherlands), Voftours (Germany), Africa Journal (Africa-wide), 50/50 (South Africa), Science Matters (South Africa), Carte Blanche (South Africa), a Reuters TV piece shown internationally, also TV coverage in Switzerland, France, Germany and Finland.

Press coverage of CyberTracker include: Time (International), Economist (UK), National Geographic News (World-wide), New Scientist (United Kingdom), Wired Magazine (USA), Pour la Science (France), Science et Nature (France), Geo (Germany), Eos (Netherlands), Financial Times (United Kingdom), The Times (United Kingdom), The Sunday Times (United Kingdom), USA Today, Chronicle of Philanthropy (USA), Die Woche (Germany), Le Point (France), The Australian (Australia), Computerworld (USA), Communications & Networking (Canada), The National Post (Canada), Geographical (United Kingdom), Ethos (United Kingdom), Corriere Della Sera (Italy), Ecologia International (Spain)

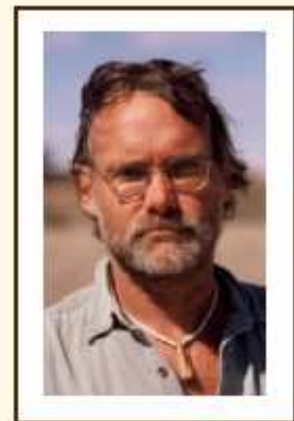
The CyberTracker Team



Justin



Carike



Louis

Justin Steventon, who works as a Principle Development Lead at Microsoft, is Co-Founder and Software Developer of CyberTracker since 1997.

Carike Pepler has been Operations Manager of CyberTracker since 2000.

Louis Liebenberg, Co-Founder and Managing Director of CyberTracker, is the author of several books on the art of tracking and is an Associate of Human Evolutionary Biology at Harvard University. He is a Laureate of the 1998 Rolex Awards for Enterprise.

If You Can Help Us with Funding, Please Contact Us at: louis@cybertracker.org

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CyberTracker Conservation (Association incorporated under Section 21) Reg. No. 2000/016138/08
Board of Directors: Conrad Aveling (Chairperson), Louis Liebenberg (Managing Director), Fotini Babaletakis.
Tel (021) 789 2884 Fax (021) 789 2887 PO Box 1211, Noordhoek, Cape Town, 7985, South Africa E-mail: louis@cybertracker.co.za