



Startup Inilex Hopes To Steal LoJack's Clout

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PALM SPRINGS—LoJack is one of these rare products/services that's achieved verb status. Now, an upstart, Inilex, says that its new product actually one-ups LoJack. The real LoJack is designed to help police recover a customer's stolen car. Inilex's Kepler Advantage, introduced here at DEMO 07, is a hardware/software solution that can tell a customer, in real-time, what's going on with its vehicle, via the Web, e-mails and even mobile phone.

Where it potentially outshines LoJack is in its ability to send an alert noting that the car has just been stolen, within seconds of the actual crime. According to Intelix, this can make a huge difference in recovering a car because police move far more quickly on "a crime in progress." With LoJack, the police only know the car has already been stolen after a customer reports the crime. They then still have to activate the LoJack device to track down the vehicle.

The Kepler device plugs into the standard diagnostic interface under the dashboard of virtually every car. Using built in GPS, vibration sensors and a microprocessor, it can recognize when the car is moving, read how fast it's going off the car's computer and know where it is thanks to the GPS.

Customers can log into the Inilex website to manage their car's parameters and remotely control it. They can unlock the car, start it up, set and disable the carjacking alarm, see its current location and speed and even set up "geofences" and speed parameters. The latter two are particularly useful, said Inilex executives, for parents of teens who want to be notified if junior goes over 60 mph or leaves or enters an area, by car, without parental permission.

A Kepler Advantage install will run \$100-to-\$150 and the monitoring service costs roughly \$10 a month.